

# RAUL ALEJANDRO

## Design Director

hello@heyitsraul.com | linkedin.com/in/raulalejandro | heyitsraul.com | 971-269-9006

Multi-disciplined creative with over 10 years of experience, using market and business insight to create rich, global product narratives and creative strategies.

### SKILLS

**Hard Skills:** Design Direction | Art Direction | Typography | Lettering | Print Pattern | Illustration | Motion Graphics | Product Graphic Design

**Soft Skills:** Leadership | Creative Strategy | Strategic Vision | Time Management | Collaboration | Market Research | Presentation

### PROFICIENCIES

**Software:** Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Adobe After Effects | Cinema 4D | Capture One | Keynote | Microsoft Outlook | Miro | Figma (working knowledge)

**Languages:** English (Native) | Spanish (Fluent)

### EXPERIENCE

**Design Director | Global Sports Apparel**

**Nike Inc.**

Portland, OR | March 2022 - Present | Promotion

- Lead and inspire uniform design team to create insight driven product narratives and design solutions
- Provide career development tools to design team and design leadership
- Foster strong and collaborative environment within internal and external partners
- Manage calendar dates and deliverable timelines to ensure ontime delivery and development of product
- Ensure brand integrity across multiple touch-points from design story-telling to product creation
- Collaborate with Talent Sourcing to build creative teams
- Guide design team through career development and goal setting

**Art Director | Global Sports Apparel**

**Nike Inc.**

Portland, OR | October 2020 - March 2022 | Promotion

- Lead and inspire uniform design team to create insight driven product narratives and designs
- Evolve and rest uniform program(s) to drive consumer impact and market growth / positioning
- Communicate seasonal and long term creative initiatives to high level internal and external audiences
- Maintain positive relationships between Nike and external partners through creative strategy and design
- Create and lead efficient and innovative work streams to ensure creative is dynamic while also delivering on time
- Foster strong and collaborative environment within design team

**Senior Product Graphic Designer | Global Sports Apparel**

**Nike Inc.**

Portland, OR | September 2017 - October 2020 | Promotion

- Successfully reset WNBA Uniform program with creative strategy and consumer facing program marketing position
- Created uniform narrative vision and narratives for NBA franchises leading to consistent, rapid inventory sell-through
- Mentored and managed junior designers resulting in career promotions
- Lead and created "Nike Select Series" generating a doubled buy forecast
- Worked with signature football footwear athlete(s) to create rich product narrative(s)
- Created global uniform narratives for Global Football, leading to the number one selling uniform all-time on Nike.com
- Successfully delivered uniform narrative and design for emerging market team, driving all-time high site traffic to Nike.com Brazil

**Product Graphic Designer II | Global Sports Apparel**

**Nike Inc.**

Portland, OR | June 2015 - September 2017

- Created consumer facing global uniform narratives and executions resulting in global brand marketing campaigns
- Lead seasonal art direction for Champions League Uniforms
- Designated team lead for 3D prototyping efforts and work streams
- Created motion driven presentation tools for internal leadership presentations

**Art Director | On-Air Promo Creative Services**

**BET Networks (Now part of Paramount)**

New York, NY | October 2014 - June 2015

- Provide graphic direction and vision for motion-driven projects
- Created storyboards and style frames to communicate design direction and vision for show packages and tent poles
- Supported Creative Director on set to ensure proper capture of creative assets for promo campaigns
- Mentored junior designers and external freelance animators

**Senior Motion Graphics Designer-Animator / Illustrator**

**Freelance**

New York, NY | November 2008 - October 2014

**EDUCATION** School of Visual Arts | New York, NY | Bachelor of Fine Arts (BFA) | 2008