

FRANTZ SAINT-VAL

Brooklyn, NY 11229
8176090839
Saintvalf97@gmail.com

INTERVIEW AVAILABILITY

LINKEDIN

RESUME RECEIVED

PERSONAL SUMMARY

Skilled Art Director and Graphic Designer with extensive experience in leading creative projects and campaigns from concept to completion. Proficient in Adobe Creative Suite and Procreate, with a strong track record of enhancing brand engagement through innovative design and strategic visual storytelling. Adept at collaborating with cross-functional teams to deliver compelling visual experiences that drive results.

SKILLS

- Adobe Creative Suite
- Art direction
- Visual storytelling
- Print design
- Logo creation
- Corporate branding
- Project management
- Strategic thinking
- Time management
- Website design
- Content optimization
- User experience
- Creative problem-solving
- photography
- Retouching
- Digital marketing
- Email design
- Copywriting
- Mentorship
- Artistic collaboration
- Social media design
- Staff recruitment

EXPERIENCE

SIRIUS XM VIA TEAM COCO

New York, NY

Associate Art Director

01/2025 to Current

- Led diverse creative teams to accomplish project goals.
- Steered branding workshops and visual identity projects from concept through launch, shaping market-ready creative with a lasting impact.
- Collaborated closely with project managers, talent, and executives to align vision, manage expectations, and ensure smooth delivery from kickoff to rollout.
- Maintained steady project momentum by organizing tasks and streamlining communication through tools like Trello, Monday, Slack, and Frame.io.
- Presented final artwork to client teams for review and approval.

SIRIUSXM VIA TEAM COCO

Los Angeles, CA

Graphic Designer

09/2022 to Current

- Led the creative direction for new show branding, helping to shape narratives that resonated deeply with evolving audiences.
- Balanced multiple design initiatives at once (typically 6 to 8), ensuring each project met deadlines without compromising visual quality or originality.
- Crafted cohesive visual systems for eight Conan O'Brien podcasts, extending their presence across print, digital, and social media touchpoints.
- Regularly brought a fresh perspective to team brainstorming, contributing ideas that helped refine product rollouts and audience experiences.
- Responded fluidly to shifting needs, adapting existing materials, or building new ones to align with changing client goals and cultural trends.

JULLIARD

Manhattan, NY

Graphic Designer

06/2022 to 07/2023

- Contributed original design concepts to Juilliard's rebrand, helping elevate the institution's visual presence across digital platforms.
- Balanced 3 to 6 concurrent projects each week, delivering polished, high-impact design work on tight timelines.
- Refined key sections of Juilliard.com to improve the user experience and support stronger audience engagement.
- Curated and maintained an organized digital asset library, streamlining access to graphics, photography, and visual materials for the broader team.
- Created visually compelling print collateral (brochures, flyers, posters) to support ongoing marketing and recruitment efforts.
- Developed graphics, logos and layouts for product illustrations, company logos, and websites.

TRUE RELIGION

Los Angeles, CA

Email Designer

07/2021 to 11/2021

- Designed media kits for various projects and email marketing campaigns
- Developed designs tailored to meet consumer needs based on purchasing behaviors
- Collaborated with cross-functional teams including product owners, developers, marketers, copywriters, and stakeholders throughout the entire product cycle.
- Identified markets for designs based on age, gender and lifestyles.

CONTRACTED SERVICES

Huntsville, AL

Creative Director

06/2020 to 06/2021

- Directed a multidisciplinary creative team, guiding strategic campaigns, and fostering a collaborative environment that enhanced the overall customer experience.
- Produced and creatively led album photo sessions, aligning visual elements to reflect the artist's brand and narrative.
- Applied A/B testing insights to shape more intuitive and engaging email campaigns, aligning messaging with user behavior.
- Designed versatile visual assets tailored for the web, social media, and print, maintaining consistency across platforms.
- Reviewed and refined illustrative work to ensure alignment with brand standards and production specs.
- Championed design thinking and user-centered approaches, influencing broader product and service strategies across the organization.

TRUTH INITIATIVE

Washington D.C.

Creative Marketing Associate

08/2019 to 05/2021

- Collaborated with the Lead Brand Designer to evolve and implement brand strategies that ensured consistency and elevated the customer experience across touchpoints.
- Supported marketing initiatives with design-forward execution, helping to amplify brand visibility and grow audience engagement across social platforms.
- Developed thoughtful proposals for service and product strategies, informed by audience insights and marketing data.
- Researched emerging design trends to keep content visually relevant, fresh, and aligned with the brand's evolving identity.

OAKWOOD UNIVERSITY

Huntsville, AL

Graphic Designer

01/2018 to 03/2020

- Created visually compelling email blasts, catalogs, and posters using Adobe Creative Suite, enhancing the impact of promotional campaigns.
- Worked closely with clients to define design goals, and translate them into successful product and marketing solutions.
- Brought fresh ideas to early-stage brainstorming, helping shape new products and features with a strong visual point of view.
- Designed marketing collateral (brochures, flyers, posters) that aligned with brand voice and campaign objectives.
- Applied thoughtful use of typography, color, and layout to deliver clear, engaging visual storytelling across print and digital formats.

EDUCATION

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/frantz-saint-val-9a5944172/>
- <https://saintvalmedia.wixsite.com/portfolio>