

Hey, I'm Priscilla.

I'm a creative director with a love of photography and building digital experiences. Experienced in art direction and design, with a demonstrated history of working in a variety of industries. Skilled in photography, i, visual/web design, management, and motion graphics.

Experience



Creative Director & Co-Founder - Nice Humans Studio

December 2021 - Present

Founded a creative studio that tackles a multitude of creative needs: visual strategy, art direction, brand-building, in-house consulting, video storyboards and more. We're transforming the everyday, in a nice way.



Creative Director - Foria Wellness

June 2021 - November 2021

Reinvisioned a new visual direction for the brand. Concepted and created several 360 campaigns and guided all phases of design across packaging, site, advertising, email, video and social.



Sr. Art Director & Creative Leader - Health-Ade Kombucha

September 2021 - April 2021

Lead the brand's redesign in collaboration with Sister Studio + Zero Studios and established a creative team and department. Guided all phases of design across packaging, site, advertising, email, video, motion graphics, and social.



Freelance Sr. Art Director - Allbirds

February 2020 - August 2020

Concepted and developed several 360 digital campaigns. Sourced global creative partners for production and worked on photoshoots across timezones. Supported senior creative director in establishing a new brand vision for the brand.



Art Director - Boosted Boards

January 2019 - February 2020

Guides all phases of creative work from ideation to final builds. Researches, develops campaign strategy and drives integration of art direction and design across all channels including, but not limited to: desktop, mobile web, app, email, display advertising, and video.



Art Director - Sephora

August 2017 - January 2019

Developed on brand campaigns and ensures design consistency across all relevant touch points. Actively worked with team to make sure that all executions are of the highest quality and adhered to the brand guidelines.



Sr. Visual Designer - Sephora

May 2016 - August 2017

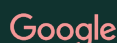
Worked closely with an art director to provide design & concepting support through omni-channel assets. Touched moodboard creation, motion graphics, emails, landing page design, homepage design, casting, creative partner sourcing.



Web Designer - Pottery Barn Teen (Williams Sonoma)

May 2015 - August 2017

Provided weekly support for the marketing team; this included social media assets, infographics, emails, illustrations and image selects.



Visual Designer/Art Director - Google Shopping

November 2013 - May 2015

Responsible for curating and designing editorial pages for weekly marketing campaigns. Worked closely with photographers, retouchers and digital techs to create on brand photography for site and email.

contact

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Los Angeles, California

education

Bachelor of Science: Business
SAN JOSE STATE UNIVERSITY

Graphic & Interactive Design
UC BERKELEY EXTENSION PROGRAM

skills

- Creative Strategy
- Art Direction
- Concepting
- Web Design
- Motion Graphics
- Photography
- Prototyping
- Typography
- People Management

programs

- Adobe After Effects
- Adobe Premiere
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Photography
- Adobe XD
- Figma
- Sketch
- Invision
- Keynote
- CMS tools:
Webflow
- Shopify
- Squarespace
- Contentful
- People Management
- Systems-Driven