

Elliott Muñoz

Brand Design, Art & Creative Direction

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EXPERIENCE

Beacon Biosignals

Design Director, 2022-Present

- Founding Designer responsible for establishing brand and quality standards for all areas of digital product, apps, hardware, data visualization, and visual communication.

Viget

Art Director, Brand, 2016-2022

- Create brand strategies that served as the foundation for all client communications
- Craft brand identities from scratch across a variety of mediums
- Responsible for setting and maintaining quality standards with a focus on visual.
- Conduct concepting sessions with a creative partners
- Review and evaluate creative concepts to decide which have the most potential and should be pushed forward
- Defend and champion brand strategy deliverables and choices to internal teams and clients
- Frequently took on an account management role to build trust and help establish a healthy collaborative process between client and internal teams
- Design and run large-scale user research and testing
- Plan and run discovery workshops
- Responsible for training new team members on our brand strategy process
- Help team members respond to, iterate on, or change course based on complicated, mixed, or—at times—unclear client feedback
- Responsible for ensuring team members know how to respectfully receive, discuss, and implement feedback to improve their work
- Responsible for teaching team members how to respectfully fight for their ideas
- Help evaluate and pitch work to new and existing clients

Art Director, 2014-2016

- Crafted digital products and experiences from scratch and imagined new ways of storytelling to effectively connect with client audiences
- Collaborated with UX, Product, and Development to create work that pushed creative boundaries
- Created and presented prototypes that communicated user flow and interactivity
- Established and evangelized a systems-based standards for design across teams

Senior Designer, 2010-2014

- Created engaging digital experiences that achieved client goals and elevated our reputation within the industry

The Washington Post

Senior Web Designer, 2009-2010

- Lead the first global redesign effort of washingtonpost.com in over 10 years
- Worked closely with internal and external Information Architects and User Experience Designers to develop, design, and document immediate, interim and final releases of global redesign elements

Edge Media

Senior Interactive Designer, 2003-2009

- Designed unique, usable, scalable websites and user interfaces for a variety of non-profit and corporate clients

EDUCATION

1999 - 2002

Savannah College of Art and Design

B.A. Graphic Design

VOLUNTEERING

2022-PRESENT

FIRST

LEGO League Coach / Mentor

2021-2022

CYA Little League

Tee Ball and Baseball Coach

2019-2021

Reston Runners Youth in Motion

Coach

2008-2009

Art Directors Club of Washington, DC

Board Member

2005-2007

Sitar Arts Center

Painting and Digital Arts Instructor

TOOLS

- Adobe Creative Cloud
- Asana
- FigJam
- Figma
- Flow
- Google Workspace
- Loom
- Microsoft 365
- Miro
- Notion
- Principle
- Whimsical