



A visually-oriented communicator and versatile Creative Director, August is known for his ability to direct end-to-end brand experiences that motivate, inspire, and inform. His philosophy begins with understanding the “why” behind the initiative, propelling integrated marketing communication and interactive design experiences that fuel go-to-market strategies. He consistently drives customer engagement, connects with customer needs, and achieves strategic goals. His distinctive approach combines timeless design principles, cutting-edge technology, innovative thinking, and emerging trends to deliver meticulously crafted brand, customer, and user experiences.

RECENT EXPERIENCE

Creative Director // 2023-PRESENT // RED SAGE COMMUNICATIONS // **RALEIGH, NC - HUNTSVILLE, AL**

- Provides hands-on leadership to a dynamic creative team of designers, website developers, social media specialists, and technical experts, fostering a collaborative and innovative work environment that empowers team members to excel and deliver exceptional results.
- Thrives on thinking outside the box, constantly pushing design boundaries, and maintaining a strategic approach to creativity.
- Guides high-priority creative initiatives focussing on brand development, user experience, and lifecycle marketing engagement.
- Ensures brand consistency across all projects by overseeing the complete creative process from concept to execution to ensure projects are timely, within budget, and exceed client expectations.
- Collaborates closely with account executives and clients to comprehend their objectives, market positioning, and target audience to translate insights into actionable creative strategies and successful campaigns.
- Initiates and develops new processes to enhance efficiency and creativity to streamline workflows, optimize resource allocation, and implement time-saving tools, significantly increasing productivity and project output.
- Pioneers the agency-wide adoption of a Figma-based brand design system for design, production, and client review to streamline collaboration, improve feedback loops, and accelerate project delivery while maintaining top-tier design quality.
- Spearheads the integration of AI technologies within the creative team, harnessing the power of artificial intelligence to enhance creativity and drive innovation in design solutions.
- Assembles a robust bench of contract designers and videographers, enabling the agency to handle a broader scope of projects, accommodating diverse client demands and increasing overall creative capabilities.

Creative Director // 2021-2022 // AMPLIENCE // RALEIGH, NC - LONDON, UK

- Co-led the Creative Department to deliver captivating on-brand experiences across all touchpoints. From marketing and product marketing to product, UX, CI, CX, and sales, consistently produced beautiful, narrative-driven, and consistent creative work.

EDUCATION

M.A. VISUAL COMMUNICATION DESIGN

Liberty University
Lynchburg, VA

B.A. GRAPHIC DESIGN & MEDIA ARTS

Southern New Hampshire University
Manchester, NH

VISUAL COMMUNICATION

Kennesaw State University
Kennesaw, GA

SKILLS

- Creative Team Direction
- Campaign Design Strategy
- Design System Development
- Brand Identity Design
- UX/UI Design
- Web Design
- Graphic Design
- Print Design
- Social Media & Email Design
- Illustration
- Visual Explainers
- HTML And CSS Coding
- Wordpress
- Video & Motion Design
- Presentation Design
- Figma
- Adobe Creative Suite



- Elevated brand perceptions by addressing new and existing audiences, and strategically building persona-specific creative. Achieved a balance between brand stewardship, product, and commercial needs, ultimately reinforcing brand loyalty and attracting new customers.
- Continually pioneered the brand identity, breathing life into a refreshed brand encompassing typography, iconography, color schemes, visual explainers, illustration, photography, web design, print, video, and motion design.
- Developed and optimized creative processes to scale efforts efficiently. Introduced streamlined visual asset creation workflows, resulting in a significant boost in capacity and productivity without compromising on quality.
- Designed and implemented on-brand atomic UI and modular libraries to empower rapid prototyping for web and developer experiences. This strategic approach allowed for agile development and efficient design iterations, fostering a culture of continuous improvement.
- Established a robust design system infrastructure through branded visual component libraries, visual explainers, and asset management systems for outbound marketing and sales creative. This centralized approach ensured consistent branding across all communication channels.
- Nurtured and mentored creative staff, fostering their growth and development. Provided direct management to Digital Designers, Web Designers, and Front-end Developers, enabling them to reach their full potential and overcome challenges.

Creative Director, Art Director, Senior Designer // 2015-2021 // OSG – WHATCOUNTS – WINDSOR CIRCLE // RALEIGH, NC

- As part of the journey from Windsor Circle to WhatCounts, and finally, OSG, co-directed the overall visual style of various projects, products, brand marketing, and agency services. Demonstrated exemplary leadership skills in presenting designs to stakeholders and clients, ensuring alignment with their requirements and expectations.
- Collaborated closely with the Executive Creative Director to provide expert guidance and assistance in coordinating design, production, and coding efforts. Ensured that all creative outputs consistently aligned with client brand standards and met the agency's high-quality benchmarks.
- Played a pivotal role as a key member of the Agency Services Enterprise Team, catering to esteemed upmarket client partners, including 7 key L'Oreal business units. Leveraged an in-depth understanding of the industry and creative expertise to deliver tailored and impactful solutions.
- Translated marketing and branding goals into captivating campaign-level designs across touchpoints. From websites and landing pages to motion graphics, display advertisements, print collateral, email marketing, and social media campaigns, the designs effectively conveyed brand messages and sparked meaningful customer interactions.

Web Designer // 2013-2015 // L'OREAL - THE BODY SHOP // WAKE FOREST, NC

- Created compelling and commercially-focused B2C designs for eCommerce touchpoints in the US, Canada, and Mexico.
- These designs spanned websites, email marketing, social media campaigns, and affiliate display banners, significantly contributing to brand engagement and online sales. The seamless integration of design and coding expertise resulted in visually stunning and engaging digital experiences for customers.
- Produced captivating motion graphics and videos to support new product launches and enhance customer activation that effectively communicated product benefits and captured the attention of target audiences.