



DAVID VELARDE

Creative Director with extensive experience translating brand vision and complex product stories into compelling visual communication across print and digital platforms. Proven leader in brand strategy, visual systems, and creative execution within consumer-focused, product-driven environments.

EXPERIENCE

Creative Director | Standard Fiber

August 2016 • Present

Collaborate and provide creative strategy, translating brand vision into cohesive visual systems across brand identity, packaging, and marketing execution for owned and licensed consumer brands within product- and retail-driven environments.

- Provide creative direction for global Home Fashion Markets, leading showroom concepting, layout, and presentation in Las Vegas, New York, and Frankfurt.
- Lead retail packaging design across in-house and licensed brands, supporting key mass and specialty retail partners.
- Develop and evolve brand identities, logos, and foundational visual language across multiple product lines, partnering with brand owners and licensors to ensure standards are consistently upheld.
- Collaborate closely with product development, merchandising, marketing, and sales to align creative execution with business objectives.
- Design and develop creative from concept through production, balancing design quality with timelines, budgets, and operational requirements.

Creative Director | ROI Communications

March 2014 • October 2015

Hands-on creative lead and strategic consultant partnering with Fortune 200 clients to develop clear, effective visual communication solutions. Served as the primary liaison between clients and internal design teams, translating complex business and communication objectives into thoughtful, on-brand creative execution.

Creative Services Manager | Atlona Technologies

May 2012 • October 2013

Hired to establish and lead a Creative Design Studio, building a cohesive brand foundation and assembling a team of designers responsible for developing print and digital marketing collateral. Served as a creative leader within a large-scale, global organization, directing creative execution in support of a \$500M business and partnering closely with executive leadership to align brand, messaging, and visual communication.

Skills

- Web Design & Digital Experience
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- AI Content & Image Generation
- Brand Identity & Visual Systems
- Retail Packaging & Print Production
- Creative Direction & Cross-Functional Collaboration

Contact

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