

JAIME DIRR

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Creative leader with 20+ years of experience building brands, leading teams, and creating work that drives both connection and business impact. Expert at transforming complex challenges into clear, compelling creative across digital, print, and integrated channels. Blends strategic insight, AI-enabled workflows, and data-informed storytelling to influence stakeholders, inspire trust, and deliver meaningful, lasting results.

CORE SKILLS

- Leadership & Strategy: Creative leadership, cross-functional team management, mentorship and talent development, brand stewardship, executive presentations
- Creative & Brand: Art direction, brand strategy, integrated campaign development, digital and print production, AI-assisted creative processes, UX/UI, responsive design, illustration, ink & wash
- Tools & Technology: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat, XD, Firefly), Generative AI design, Miro, Canva, Google Workspace, Microsoft Office Suite, Workfront

AWARDS

- WebAwards 2024: Best Advocacy Website
- Indigo Design Award 2024: Silver Digital Design for Graphic Design
- Indigo Design Award 2023: Gold, Animation & Illustration for Websites
- In-House Agency Forum 2021: In-House Agency of the Year

EDUCATION

University of Arizona: Bachelor of Fine Arts in Visual Communications

EXPERIENCE

PricewaterhouseCoopers (PwC)

Senior Manager, Brand Strategy, 2024–Present

- Championing a global brand refresh aimed at strengthening market presence, increasing consideration among key stakeholders, and reinforcing the firm's trusted reputation.
- Overseeing adoption of new brand elements across national real estate, communications, and large-scale campaigns in the first year of the refresh.
- Activating high-profile national and global partnerships—Formula 1, the San Francisco 49ers, and Madison Square Garden—to elevate brand visibility, deepen audience engagement, and position PwC alongside the world's most recognized platforms.
- Facilitating brand strategy training that transforms how teams understand and activate the brand—driving consistency, confidence, and engagement across the organization.
- Collaborating with Global Brand, Social, Creative, and Comms teams to ensure visuals and narratives are consistent, credible, and connected to PwC's purpose, values, and long-term positioning.
- Aligning design agencies, media planning partners, and internal teams to deliver effective execution across digital and social media channels and face-to-face marketing strategies.
- Advancing new ways of working by integrating AI into the creative process to improve efficiency and output quality.

Art Director, 2016–2024

- Led end-to-end concept development and design for firmwide marketing and advertising campaigns across digital, social and brand platforms.
- Partnered with U.S. and Global Brand teams to develop data-informed creative solutions for international markets while maintaining brand consistency and compliance.
- Built and directed a high-performing mix of internal creatives and external vendors, to consistently deliver award-winning campaigns and marketing assets across digital and brand platforms.
- Presented and defended design concepts to senior leaders and cross-functional stakeholders, using human-centered design principles to align creative outcomes with business goals.
- Mentored multidisciplinary designers through regular reviews and coaching to support creative excellence, professional growth, and team development.

Senior Creative Account Manager, 2014–2016

- Led project intake and stakeholder alignment to define campaign scope, strategy, deliverables, and success metrics.
- Oversaw projects from brief through delivery, including timelines, resourcing, quality control, and stakeholder updates.
- Built strong internal client relationships, improving workflow visibility and supporting resource forecasting across lines of service.
- Advised stakeholder teams on digital strategy, web and mobile best practices, and performance-oriented creative execution.

Design Manager, 2011–2014

- Served as the sole internal designer for the U.S. Sales Division, supporting 1,500+ product marketers and sales representatives.
- Managed external creative partners—including printers, photographers, videographers, freelancers, copywriters, and contract designers—to produce presentations, national campaigns, advertising, event materials, and photo/video shoots.
- Delivered 800+ marketing communications projects in a single year.
- Appointed Brand Ambassador to champion newly established brand standards and ensure alignment across all marketing communications.
- Oversaw convention and event creative for 25+ trade shows annually, including booth graphics, sponsorship assets, and large-format collateral.

St. Jude Medical (now Abbott)

Senior Graphic Designer, 2008–2011

- Served as the sole designer for the U.S. Sales Division of a Fortune 500 medical device company, supporting 1,500+ product marketers and sales representatives with strategic creative solutions.
- Partnered with product marketing teams, third-party agencies, and production partners to lead creative development across print and digital assets.
- Contributed to the execution of 800+ marketing communications projects in a single year.
- Appointed U.S. MarCom Brand Ambassador to champion new standards and ensure consistency across all marketing communications, keeping messaging aligned with company mission and vision.
- Art directed trade show and event creative—including multi-sensory booth experience and sponsorship materials—for 25+ shows annually.

Altegris Investments - Creative Services Manager, 2002–2008

Man Financial, Inc - Graphic Designer, 1999–2002