



JAIME DIRR

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Creative leader with 20+ years building brands that move people and businesses forward. Recognized for turning complex business challenges into clear, compelling creative—across digital, print, and integrated channels. Brings together strategic thinking, AI-driven workflows, and data-informed storytelling to influence decisions, earn stakeholder trust, and deliver results that last.

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 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 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, consistently delivering 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