



JAIME DIRR

Evergreen, CO
512 318 0136
jaime@makeitpop.design
jaimedirr@gmail.com
makeitpop.design
linkedin.com/in/jaime-dirr

Brand champion
Art director
Visual storyteller
Trusted leader

Award-winning creative leader with 20+ years of experience turning business objectives into compelling brand, campaign, and design solutions. Trusted by senior stakeholders to lead cross-functional teams and deliver high-impact creative across digital, print, and integrated marketing channels. Combines critical thinking with strategic storytelling to translate data-driven insights into persuasive narratives that influence decision-making, strengthen brands, and drive business results.

PROFESSIONAL EXPERIENCE

PricewaterhouseCoopers (PwC) · Denver, CO

Senior Manager, Brand Strategy, 2024-Present · Brand Strategy, Sponsorships

- Support global brand refresh aimed at strengthening market presence, increasing consideration among key stakeholders, and reinforcing the firm's trusted reputation.
- Oversaw the adoption of new brand elements across national real estate, communications, and large-scale campaigns in the first year of the brand refresh.
- Facilitate brand training sessions to foster a holistic understanding of the brand and drive engagement across teams.
- Lead brand awareness efforts through several firmwide, high-visibility partnerships and sponsorships, including Formula 1, the San Francisco 49ers, and Madison Square Garden.
- Collaborate closely with Global Brand, Social, Creative, and Comms teams to ensure brand visuals and narratives are consistent, credible, and connected to PwC's purpose, values, and long-term positioning.
- Align design agencies, media planning partners, and internal teams to deliver effective execution across digital channels and face-to-face marketing strategies.
- Advance new ways of working by incorporating AI into the creative process when appropriate.

Art Director, 2016-2024 · Creative/Brand Strategy, Account Lead

- Led end-to-end design and concept development for firmwide marketing and advertising campaigns across digital and brand platforms.
- Partnered with US and Global Brand teams to create data-informed, forward-looking creative solutions for international markets while ensuring brand consistency and compliance.
- Directed internal creatives and external vendors in producing award-winning campaigns and marketing assets.
- Mentored multidisciplinary designers, supporting creative excellence, professional growth, and team development.
- Presented and defended design concepts to senior leaders and cross-functional stakeholders, using human-centered design to align creative outcomes with business goals.

Senior Creative Account Manager, 2014-2016 · Digital Strategy, Project Mgmt

- Managed client communications and project intake 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 teams on digital strategy, web/mobile best practices, and performance-oriented creative execution.

Design Manager, 2011-2014 · Brand Advise ment, Graphic Design

- Served as the sole internal designer for the US Sales Division, supporting more than 1,500 product marketers and sales representatives.
- Managed external creative partners including printers, photographers, videographers, freelancers, copywriters, and contract designers.

ACCOMPLISHMENTS, SKILLS & INTERESTS

Awards

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

Technical skills

- Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat, XD, Firefly
- Canva
- Miro
- Mac and PC proficiency
- Google Workspace
- Microsoft Office Suite
- Working knowledge of HTML5, CSS, and JavaScript

Certifications

- Human-Centered Design, PwC
- Inclusive Mindset, PwC
- Digital Acumen Badge, PwC
- Lumenbrite Flash Training: Essential Skills Levels I and II

Community Service

- Rebuilding Together, 2024
- PTA, Auction Committee, 2022
- Women's Bean Project, 2020
- Minds Matter (Denver), 2013
- The Smile Never Fades, 2011
- Susan G. Komen Foundation (San Diego Affiliate), 2000-2008

- Helped deliver more than 800 marketing communications projects in 2010.
- Led creative development for brochures, sell sheets, presentations, campaigns, launches, advertising, event materials, and photo/video shoots.
- Appointed Brand Ambassador to help ensure alignment with newly developed brand standards across marketing communications.
- Oversaw convention and meeting creative for 25+ trade shows annually, including booth graphics, sponsorship assets, and large-format collateral.

St. Jude Medial · Austin, TX

Senior Graphic Designer, 2008-2011 · Brand Management, Creative Services

- Served as the sole internal designer for the U.S. Sales Division of a Fortune 500 company, supporting more than 1,500 product marketers and sales representatives with strategic creative solutions.
- Directed relationships with third-party creative and production partners, including printers, photographers, videographers, freelance designers, copywriters, and contract designers.
- Contributed to the successful execution of more than 800 marketing communications projects in 2010.
- Partnered with product marketing teams across multiple divisions to lead the creative development of brochures, product sheets, multimedia presentations, customized campaigns, product launches, advertisements, event materials, and video/photo shoots.
- Selected as a Brand Ambassador for the U.S. MarCom Department to uphold newly established brand standards and ensure marketing communications reflected the company's mission and vision.
- Led creative services for conventions and meetings, acting as the design lead for trade show and event planning while producing booth graphics and sponsorship materials for 25+ shows annually.

Altegris Investments · La Jolla, CA

Creative Services Manager, 2002-2008 · Marketing, Project Management

- Supervised internal marketing staff and external vendors, overseeing production, negotiations, approvals, and quality control.
- Supported product development, executive leadership, and research teams with integrated marketing campaigns, presentations, newsletters, HTML emails, and direct mail.
- Designed and developed brand identities for Altegris and affiliated companies.
- Managed brand governance and marketing compliance systems, including regulatory submissions and file management.
- Helped develop demand generation initiatives and exceeded lead generation goals.
- Planned and executed four annual investment conferences; the 2006 event contributed to \$40M in new investments in the following months.

EDUCATION

Bachelor of Fine Arts (Visual Communications), University of Arizona