



## ABOUT ME

For more than 13 years in marketing and consulting I've been a design thinker and creative problem solver. I stay plugged into market trends and tech advancements in visual design, user experience, product design, and strategy so that I can offer clients cutting edge solutions that reach their audience at whatever stage of the funnel they're in.

After graduating from The Art Institute of Dallas, I taught myself to code and to design for the web. As the digital landscape evolves to incorporate AI, XR, and conversational commerce, I've aligned my career goals to these emerging technologies. And I've picked up some new skills, like motion graphics, video editing, and UI design along the way. I enjoy growing my skills as our industry expands, because I want to find new ways to be a better storyteller for my clients.

**TO REQUEST  
PASSWORD ACCESS TO  
MY PORTFOLIO, SEND  
ME AN EMAIL.**

# SANDON SPALDING

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DALLAS, TEXAS

UX STRATEGY / PRODUCT DESIGN / MARKETING



## EXPERIENCE

● **RETAIL MARKETING // VISUAL DESIGN // AGENCY EXPERIENCE // CONSULTANCY EXPERIENCE // IN-HOUSE EXPERIENCE // CONTENT CREATION // UX / UI DESIGN & STRATEGY // PRINT LAYOUT & PRODUCTION // VIDEO EDITING // BRAND MANAGEMENT // HUMAN-CENTERED THINKING // EXECUTIVE WORKSHOP FACILITATION // B2B // B2C**



## RELEVANT EXPERIENCE

### DIRECTOR OF CONSULTING EXPERTISE // CGI / 2019 - PRESENT

**CLIENTS INCLUDE: AT&T BUSINESS, BRIGHTSPEED**

I joined CGI's human centered design (HCx) practice, focusing on business management, product design and strategy. During my time, I led teams of senior UX designers and content writers to solve complex problems for blue chip corporations in the telecom industry. For AT&T, I supported the growth and development of digital marketing on business.att.com. At Brightspeed, I helped a new marketing team develop their brand voice and digital style guide, while directing a UX team to launch a reimagined Brightspeed Business experience online. We were able to achieve major improvements to their site's usability—increasing pageviews over 45%, reducing bounce rate by more than 70%, and increasing their digital conversion month-over-month.

### SENIOR ART DIRECTOR // TPN / 2012 - 2019

**CLIENTS INCLUDE: Tropicana, Cricket Wireless, The Hershey Company**

Worked across multiple accounts creating retail promotional material, package design, trade show and point of sale displays, brand creation, as well as print/digital advertisements. My experience included digital advertisement concepting and production, web design, UI, and motion graphics. Won multiple awards for my clients including a Gold Shopper Marketing Effie, Gold TELLY award, and 3 Silver TELLY awards.

### FREELANCE DESIGNER // VARIOUS COMPANIES

**CLIENTS INCLUDE: BEAM SUNTORY, CAPITAL ONE, FANCY CAKES BY LAUREN, GIRL SCOUTS OF NE TEXAS**

Since 2020, I have enabled companies to migrate their paid events events, keynotes and shareholders conferences, and award shows to virtual events through bespoke web experiences for their audiences. I've built a reputation within the nonprofit, hospitality and events industries of Dallas-Fort Worth as a go-to visual designer. I have created new brand visuals and style guides for top restaurants and small businesses. I also design and maintain websites and social media accounts for many of my clients. My reputation has been built on word-of-mouth and continues to grow as I take on more projects for my clients.



## EDUCATION

### BFA ADVERTISING DESIGN // THE ART INSTITUTE OF DALLAS

Awarded OUTSTANDING PORTFOLIO for my graduating class



## REFERENCES

● **BILL DAY**  
DIRECTOR OF CONSULTING  
T: (412) 956-5459

● **DARCI RATLIFF**  
CREATIVE DIRECTOR  
T: (917) 698-3497

● **SCOTT HARRER**  
VP, CONSULTING DELIVERY  
T: (412) 478-5125



## RECOGNITION

● **CGI BRIDGE BUILDER AWARD**  
In recognition of building business value for clients and CGI while promoting member morale and improving client loyalty.

● **1 GOLD EFFIE AWARD**  
For Hershey's retail campaign

● **1 GOLD & 3 SILVER TELLY AWARDS**  
For Hershey's social and digital media content campaign

● **1 SILVER REGGIE AWARD**  
For Hershey's promotional product development and campaign



## INTERESTS

● **DIGITAL MARKETING STRATEGY  
BRAND DESIGN & MANAGEMENT  
CLIENT MANAGEMENT  
GENERATIVE A.I. / LLMs  
EXTENDED REALITY / XR / AR / VR**