



ABOUT ME

For more than a combined 14 years in marketing, product design, 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

UX STRATEGY / PRODUCT DESIGN / MARKETING

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ME@SANDONSPALDING.COM ✉️

SANDONSPALDING.com 🌐

DALLAS, TX 🏠

EXPERIENCE

HUMAN-CENTERED THINKING // UX & UI DESIGN & STRATEGY // CROSS-FUNCTIONAL TEAM LEADERSHIP // VISUAL DESIGN // AGENCY EXPERIENCE // CONSULTANTCY EXPERIENCE // IN-HOUSE EXPERIENCE // PRODUCT & SERVICE DESIGN // PRINT LAYOUT & PRODUCTION // BRAND MANAGEMENT // SYSTEMS MANAGEMENT // EXECUTIVE WORKSHOP FACILITATION // B2B // B2C

RELEVANT EXPERIENCE

DIRECTOR OF CONSULTING EXPERTISE // CGI / 2019 - PRESENT

CLIENTS INCLUDE: insurance companies, banking companies, global telecom, state governments

- Spearheaded multiple teams comprising up to 5 designers and 3 copywriters, fostering a collaborative environment that enhanced project execution and creative output.
- Strategically guided business management and digital product/service design, bolstering client trust and reliance. This led to a doubling of our team size, catering to an expanded workload, and notably improved delivery efficiency.
- **Achievements:**
 - Orchestrated multiple brand awareness marketing campaigns for a new telecom. Collaborating closely with engineers, data analysts, and marketing teams. Successfully elevated pageviews by over 45% and cutting bounce rate by more than 70% within 3 months, significantly boosting conversion and online presence.
 - As the UX lead, supported the launch of a completely new end-to-end online ordering platform for wireless service and devices for a global telecom provider, achieving deployment in less than 6 months.

SENIOR ART DIRECTOR // TPN / 2011 - 2019

CLIENTS INCLUDE: Tropicana, Cricket Wireless, The Hershey Company

- Conceptualized and executed innovative retail promotional materials, package designs, and digital advertisements, consistently elevating brand engagement and customer response.
- Leveraged expertise in web design, UI, and motion graphics to enhance online user experiences and visually communicate brand stories effectively.
- **Awards:** Recognized for creative excellence with a Gold Shopper Marketing Effie, a Gold TELLY Award, and 3 Silver TELLY Awards, testament to exceptional design and marketing capabilities.

FREELANCE DESIGNER // VARIOUS COMPANIES

CLIENTS INCLUDE: BEAM SUNTORY, CAPITAL ONE, FANCY CAKES BY LAUREN, CONSTELLATION ENERGY

- Expert in visual design, creating compelling visuals for diverse industries including non-profit, hospitality, and events.
- Crafted distinctive brand visuals and style guides, and adeptly managed website and social media content, ensuring cohesive digital presence.
- **Achievements:**
 - Designed and developed the brand website for On The Rocks cocktails at its launch in 2016, contributing to its growth and eventual acquisition by Beam Suntory.
 - Designed a live event streaming platform, facilitating companies to host and broadcast live events, thereby aiding production companies to sustain business and employee retention.

EDUCATION

BFA ADVERTISING DESIGN // ART INSTITUTE OF DALLAS

Awarded OUTSTANDING PORTFOLIO

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 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
- GENERATIVE A.I. / LLMs
- EXTENDED REALITY / XR / AR / VR