

CANDICE LAXTON

Creative big-picture professional, proven leader, and creative problem solver.

My super-power is translating business, brand, marketing objectives, and organizational values into key differentiators that drive tangible mission driven deliverables; building awareness, equity, and a strong marketing presence.

My expertise is in my ability to establish the creative vision for a brand, an idea, or a project, and then manifest that vision through creative problem solving, strategic thinking, and deliberate design.

As creative director, graphic designer I am able to maintain a cohesive voice and brand expression of a project, supervise the entire creative process, as well as mentor and guide the creative team consisting of art directors, copywriters, content strategists, graphic artists, and Web/UI/UX designers.

Skill Set Summary:

- Creative, analytical, and strategic thinker
- Expert at distilling down abstract business concepts and client needs into refined, elegant creative solutions.
- Copywriter and visual content creator – creative/art director/web/graphic designer
- Ability to pitch ideas confidently and present the creative vision clearly to clients, as well as communicate the creative concept and vision to the creative development team.
- Strong supervisory, people management, and leadership skills and the experience to effectively lead, inspire, hire, and develop, the creative team
- Ask smart questions, take risks, and champion new ideas
- Brand strategy and user research experience expert
- Lead generation/qualification
- Project management skills, able to establish budgets, timelines and manage the client service relationship
- Ability to build an integrated communication strategy that delivers a cohesive message across digital and traditional channels to engage audiences, build and sustain trust and provide a positive brand experience.
- Advanced skills working with marketing tools, platforms, and the Adobe Creative Cloud
- Degree in visual communications advertising

Professional Experience:

Pattern Ranch

October 2021 – Present | Portland, Oregon

Creative Director | Brand Strategist | Surface Pattern Designer | Self-Employed

Mercy Corps – Encore Fellow | Internal Communications Knowledge Management

March 2019 – January 2020 | Portland, Oregon

Creative Director | Brand Strategist | UX Designer

Icon Time Systems – A Paychex Inc. Company

August 2011 – May 2017 | Beaverton, Oregon
Product Marketing | Creative Director | Brand Strategist | UX Designer

TacticalPoint Media

August 2008 – March 2010 | Beaverton, Oregon
Relationship Marketing | Creative Director | Client Development

Abacus Design Communications

December 2002 – August 2008 | Mountain View, CA
Brand Marketing | Managing Principal | Creative Director | UX Designer

Luminant Worldwide

July 1999 – March 2002 | San Francisco, CA
Senior Creative Director | Interactive Delivery Principal | Client Development

Adobe Systems

May 1998 – June 1999 | San Jose, CA
Consumer Software Development | Content Team Manager | Creative Director

Microsoft

January 1997– December 1997 | Redmond, WA
Consumer Software Development | Creative Content Lead | Senior Art Director

Education:

University of Oregon | theater, speech, secondary education
Portland State University | theater, speech secondary education
Seattle Central College | graphic design | visual communications and advertising
Stanford University | continuing studies | creative writing

Links:

candicelaxton@gmail.com
www.candicelaxton.com
www.creativehotlist.com/claxton
be.net/candicelax5906
www.patternranch.com
www.thepatternranch.com
www.linkedin.com/in/resumelaxton
<https://instagram.com/candicelaxton3511>
360-220-1007

