

CANDICE LAXTON

Objective: My creative world is filled with electric color, nubby textures, organic forms, and the magic of light. The images I create voice my delight with a screen full of playful pixels, and an incontrovertible interest in faces, places, and the birds and the trees. I like to make tangible the creative sparkle dancing inside of my head, by mixing representations of amusement, unlikely content, with a tincture of abstract alchemy. As a creative director, brand strategist, I provide straight up brand strategy, and brand specific creative to clients wanting to build a strong marketing presence.

I am big-picture professional, creative problem solver seeking part-time, contract, or freelance work in surface pattern, graphic/web design, or product marketing. I have a solid professional background as an individual contributor, as well as a manager of teams and projects. I am highly self-motivated with the ability to work independently as well as within a team. My availability is 15 to 30 hours per week. Open to part-time, freelance, or contract.

Skill Set Summary:

- 3 + years of experience working in textile design and 30+ years in Graphic Design.
- Undergraduate Degree in visual communications, advertising, and graphic design
- Excellent sense of style, color, trend, and the ability to create original inspired narrative based surface pattern and graphic design.
- Outstanding visual design skills in typography, composition, illustration, brand expression and layout.
- Traditional painting, drawing, and design skills to work from scratch to develop concepts.
- Experience with mood boards, drawing, sketching, ideation, detail product creation, and visual presentation development.
- A solid understanding color theory, and the ability to match color effectively
- Knowledge of the apparel retail industry, marketing principles, and product development process
- Ability to give and receive constructive criticism and critique
- Able to contribute, support and manage the design process – concept, development, product design, and approval process.
- Proficient in the Adobe Creative Cloud 2023 -- Illustrator, Photoshop, and InDesign
- Proficient in Website Design. Platforms: Shopify, Wix, Square, Weebly, and GoDaddy
- Strong digital production, vendor management, and project organizational skills
- Highly organized with an attention to detail and deadlines.
- Proven time management and communication skills.
- Ability to take product development from conceptualization through production to finished design.

Portfolio Links:

<https://www.behance.net/candicelaxton>

<https://patternranch.com>

<https://www.thepatternranch.com>

<https://candicelaxton.com/portfolio>

<https://www.linkedin.com/in/resumelaxton/>

Professional Experience:

Pattern Ranch

October 2021 – Present | Portland, Oregon

Creative Director | Surface Pattern Designer | Self-Employed

The Pattern Ranch creates illustration, and surface pattern design for a broad range of products, including textiles, home furnishings, fashion, UX/UI, giftware, and stationery.

The cowgirls love to collaborate, and we welcome all commissions, and custom freelance projects. Our cowgirl specialty is working collaboratively with your ranch to wrangle full design technical repeats, colorways, coordinates, line extensions, or custom illustrations.

Mercy Corps – Encore Fellow | Internal Communications Knowledge Management

March 2019 – January 2020 | Portland, Oregon

Creative Director | Brand Strategist | UX Designer

While employed with Mercy Corps as a Fellow, I was tasked with working with the ICKM team to help stakeholders prioritize creative communications and projects, implement internal brand strategy and online learning, maximize project management success, and drive best practices and standards to achieve department and organizational goals.

Icon Time Systems – A Paychex Inc. Company

August 2011 – May 2017 | Beaverton, Oregon

Product Marketing | Creative Director | Brand Strategist | UX Designer / Researcher

As part of the product marketing and sales team, I was responsible for the overall marketing, creative, social media, and advertising efforts of Icon Time Systems. I provided strategic leadership, guidance, and council on all marketing activities within the organization and with outside professional services firms. I worked internally with senior management to drive a broad range of marketing plans and initiatives including, ecommerce platform initiatives, social media, lead generation, UI/UX research, brand experience, and product development.

TacticalPoint Media

August 2008 – March 2010 | Beaverton, Oregon

Relationship Marketing | Creative Director | Client Development

TacticalPoint Media was an integrated cross-media marketing firm that created personalized, variable data marketing campaigns that helped companies boost lead generation and cost effectively brand, market, and sell products and services to their customers. Responsibilities included the management of day-to-day business operations, creative direction, brand strategy development, competitive analysis/strategy, copywriting, project management and client services.

Abacus Design Communications

December 2002 – August 2008 | Mountain View, CA

Brand Marketing | Managing Principal | Creative Director | UX Designer/Researcher

Managing partner and co-founder of Abacus Design Communications, a strategic brand and visual communications firm. Responsibilities include the management of day-to-day business operations, creative direction, brand strategy development, project management and client services. Responsible for creative and sales presentations to clients, strategic planning, and proposal generation. As managing principal, I built and mentored cross-function teams, wrote competitive analysis/strategies, provided creative leadership, and oversaw implementation. Skilled in contract negotiations, client acquisition, art direction, project management and design process administration.

Luminant Worldwide

July 1999 – March 2002 | San Francisco, CA

Senior Creative Director | Interactive Delivery Principal | UX Researcher

Responsible for the strategic development of online branding and advertising, retail user experience, and e-commerce web site development. Executive project management and delivery responsibilities; team building, estimating and proposal generation. Management of projects with cross-functional teams including business strategists, creatives, and media engineers. Accountable for managing creative staff and fostering professional development.

Adobe Systems

May 1998 – June 1999 | San Jose, CA

Consumer Software Development | Content Team Manager | Creative Director

Content Team Manager and Creative Director for the Adobe Content Team.

Responsible for the creative/art direction of software content development and acquisition for Adobe consumer software products. Accountable as lead project/creative manager directing cross-functional teams of artists, designers, production managers, copywriters, developers, outside vendors, product engineers and QA managers. Wrote and developed team process and technical specs for template and content development. Content acquisition and development experience in the following media: illustration, clip art, stock photography, template design (web, presentation graphics and print media), animated gifs, music and sound clips and fonts. Developed out-bound contracts with the Adobe legal team securing rights, tracking origin and derivative works, and acquiring rights to existing collections of original artwork. Products shipped include PageMaker Plus and PhotoDeluxe.

Microsoft

January 1997– December 1997 | Redmond, WA

Consumer Software Development | Creative Content Lead | Senior Art Director

Content acquisition and creative development. Responsible for content acquisition and development, project management and supervision of creative staff. Built successful vendor and client relationships. Developed creative strategy and art directed the selection and visual review of 35,000 media assets for the Microsoft content collection. Responsible for the art/creative direction of vector, web and photo collections found in Microsoft Publisher, Greetings Workshop, Office 2000, Home Essentials and Clip Gallery Live.

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

Community Service:

Past Board Member, Pacific NW Hospice Foundation / Gifted Wishes

Current Board Member, Teachers Brigade