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TONYA THOMAS

CREATIVE DIRECTOR + MULTIDISCIPLINARY DESIGNER

A forward-thinking Creative Director with over a decade of experience leading design strategy, managing creative teams, and developing visual systems that strengthen brand equity and engagement. Skilled at translating institutional goals into compelling visual narratives across digital, print, and experiential platforms. Experienced in higher education, healthcare, beauty, and nonprofit sectors. Recognized for fostering collaboration, mentoring talent, and delivering design excellence that aligns with organizational strategy and mission.

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN
The De Sole School of Business Innovation
Atlanta, GA

Masters of Arts in Advertising 2024

Honors

Graduate Student Recognition Scholar
Graduate Achievement Honors Scholar
SCADamp Certification

**THE AMERICAN
INTERCONTINENTAL UNIVERSITY**
Atlanta, GA | London, England

**Bachelor of Fine Arts in
Visual Communications Digital Design**

AFFILIATIONS

- American Institute of Graphic Arts
- American Marketing Association
- Atlanta Ad Club

DESIGN APPLICATIONS

- Adobe Creative Suite
Illustrator
InDesign
Photoshop
Premiere Pro
- A.I. + Emerging Technologies
Canva
ChatGPT
DALL-E
Midjourney
Pacдора

COLLABORATION TOOLS

- Asana
- Clockify
- Microsoft 365 Office
- SharePoint

MENTOR + VOLUNTEER

America's Ideal Miss MD/DC (Board Member)
Miss America's Teen DC
The D.A.Z.E.Y. Project

EXPERIENCE

CREATIVE DIRECTOR

H.O.P.E. INC. | Atlanta, GA | 2023—Current

Lead marketing and communications initiatives to elevate visibility and engagement among donors, partners, and program participants. Oversee the creative strategy, design execution, and cross-department collaboration to ensure brand consistency and storytelling excellence.

- Directed development of the 2023/24 Annual Reports, increasing donor participation and philanthropic outcomes.
- Strengthened visual identity and messaging strategy across digital and traditional platforms.
- Partnered with leadership to align creative direction with institutional mission and long-term objectives.

KEY FOCUS AREAS

- Annual Report Design
- Brand Strategy
- Donor Engagement
- Interdepartmental Work

CREATIVE DIRECTOR | OWNER

Visual Solutions Unlimited | Washington DC & Atlanta, GA | 2001—2023

Managed multidisciplinary design teams in producing print, digital, and experiential campaigns for educational institutions, government agencies, and corporate clients. Oversaw concept development, brand standards, and strategic communications.

- Implemented OKRs and KPIs to measure design performance, achieving a 75% reduction in creative production costs.
- Collaborated with executive stakeholders to refine messaging, evolve visual identity systems, and enhance brand positioning.
- Mentored and developed emerging designers through career coaching and team leadership.
- Directed brand identity and marketing collateral across 400 Walgreens stores for a beauty brand.
- Managed vendor relations and production to uphold brand consistency.
- Led creative development from concept to launch for rollouts.

KEY FOCUS AREAS

- Art Direction
- Brand Strategy
- Budget + Vendor
- Diversity + Inclusion
- Stakeholder Relations
- Talent Recruitment

ART DIRECTOR | SR. GRAPHIC DESIGNER

Prince George's County Health Department | Largo, MD | 2005—2008

Created public health campaigns and educational materials in collaboration with the communications and outreach teams, increasing visibility and public engagement.

- Designed campaigns that strengthened public health engagement throughout county agencies.
- Partnered across teams to align visuals and messaging.
- Enhanced brand clarity through cohesive outreach design.

KEY FOCUS AREAS

- Event + Promotional Items
- Team Coordination
- Public Health Advocacy
- Stakeholder Relations

GRAPHIC DESIGNER

Prince George's Community College | Largo, MD | 2003 — 2005

Collaborated with internal departments to design and produce recruitment, marketing, and promotional materials that increased student enrollment and community engagement.

- Advanced brand cohesion across academic and student-facing platforms.
- Supported digital and print campaigns for special events and institutional milestones.

KEY FOCUS AREAS

- Educational Marketing
- Stakeholder Relations
- Visibility

GRAPHIC + WEB DESIGNER

American Society for Training & Development | Alexandria, VA | 2001 - 2002

Developed visual systems and digital materials for national conferences and publications.

- Elevated the organization's creative output through strategic design leadership and standardization.
- Partnered with cross-functional teams to produce conference branding and print collateral.

KEY FOCUS AREAS

- Conference Deliverables
- Publication Design
- Visual Standards