

Accashia Thomas

(573) 855-9150

accashiathomas13@gmail.com

Portfolio: accashiathomas.com

Art Director | Senior Graphic Designer

LinkedIn: [linkedin.com/in/accashia-thomas](https://www.linkedin.com/in/accashia-thomas)

Senior Digital Designer with 8+ years of experience designing and delivering scalable digital experiences across web, mobile, email, and marketing platforms for large, regulated, and consumer-focused organizations. Proven ability to work independently on moderately complex to complex initiatives, partnering with product, marketing, engineering, and communications teams to deliver accessible, performance-driven digital solutions. Expert in Figma and Adobe Creative Suite with strong experience in responsive design systems, motion graphics, and cross-platform execution.

Skills

Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Digital Campaign Design, Paid Social Ads, Email Design, Landing Pages, Motion Graphics, Storyboarding, Presentation Design, Brand Guidelines, Art Direction, Template Systems, Cross-functional Collaboration, Mentoring

Experience

Senior Graphic Designer | PartnerComm | Dallas, TX

Jun 2025 – Present

Agency specializing in employee and HR communications for Fortune 500 brands.

- Lead designer supporting new-business pitches and onboarding for 4+ enterprise accounts, developing pitch decks, concept boards, and campaign systems for large, regulated organizations.
- Designed the Meijer 2025 Open Enrollment visual system and multi-channel rollout assets (digital + print), contributing to ~\$140K in reported cost savings through streamlined production, fewer revision cycles, and improved consistency across deliverables.
- Design and produce videos, infographics, and interactive layouts that simplify complex HR and operational topics for employee audiences, improving clarity and engagement across communications.
- Establish scalable templates and modular visual systems to accelerate production, maintain brand compliance, and support fast-turn iteration across campaigns.
- Storyboard and edit motion graphics and explainer videos for internal distribution and global rollout, optimizing formats for different channels and specs.
- Mentor junior designers on layout, visual storytelling, and production workflows, elevating craft quality and turnaround reliability.

Senior Graphic Designer / Art Director (Contract) | Remote

Nov 2022 – Jun 2025

Contract design and art direction for enterprise and consumer brands including Sally Beauty, Intel, Hilton Honors, and Shutterfly, creating campaign creative across social, web, email, and motion.

Selected clients: Sally Beauty, Intel, Hilton Honors, Shutterfly

- Led visual direction for global social and internal campaigns for Intel, translating technical concepts into clear visual narratives and localized assets for international audiences.
- Conceptualized and produced multimedia content including short-form video, animated infographics, digital collateral, and social toolkits, maintaining brand consistency and production specs.
- Drove omnichannel campaign creative for Sally Beauty, conceptualizing and animating monthly work supporting 665K+ Instagram and 1.2M+ Facebook brand audiences.
- Directed cross-platform campaign execution for Hilton Honors, including influencer/partner collateral and long-form deliverables such as an Influencer Guidebook to support stakeholder alignment.

- Designed and iterated Figma wireframes and high-fidelity UI for Shutterfly web and mobile experiences aligned to user needs and campaign goals.
- Built and versioned digital assets across web, email, and app surfaces; partnered with cross-functional stakeholders to refine designs quickly while maintaining accessibility and brand standards.

Senior Art Director | Mr. Cooper | Dallas, TX

Feb 2019 – Nov 2022

Also known as Nationstar, one of the largest home loan servicers in the U.S., dedicated to helping homeowners manage, refinance, and simplify the mortgage experience through innovative digital tools and personalized service

- Amplified ROI by 573% and achieved a 45% reduction in cost-per-download on the award-winning Fly the Coop Sweepstakes campaign, driving a significant increase in mobile app downloads
- Developed and executed email marketing strategies and designs that generated revenue through refinance, purchase, and customer retention initiatives
- Collaborated with senior copywriters and the in-house studio to conceptualize and deliver the integrated marketing campaign “Changing the Way You Find, Sell, and Buy,” boosting brand awareness and customer acquisition

Volunteer Officer of the Hispanic Organization of Leadership & Achievement (HOLA)

- Increased employee membership by 70% through a successful re-branding initiative and experiential events, including a DEI Book Club, Culinary Celebration of Hispanic Heritage Month, and multiple volunteer projects
- Supported employee growth and development by promoting leadership skills and fostering inclusivity through education and awareness programs

Contract Art Director | Wunderman Thompson | Seattle, WA

Nov 2018 – Jan 2019

A global advertising and marketing agency (part of WPP) that partners with major brands to deliver integrated creative, digital, and customer experience work.

- Assisted in the development of program branding for T-Mobile Insiders, an influencer program and Metro by T-Mobile
- Collaborated with a copywriter to design and animate emails, web banners, and digital designs on tight deadlines with quick turnarounds
- Communicated with senior management to develop an aesthetic and brand that reflects the company's core values and ideals

Education

M.A. in Strategic Communication

University of Missouri School of Journalism

B.A. in Spanish and International Studies

Westminster College

Certifications

Google UX Design Certificate — Google | 2024

Professional Development

Mujeres De HACE Leadership - Hispanic Alliance for Career Enhancement