

ACCASHIA THOMAS

ART DIRECTOR | SENIOR GRAPHIC DESIGNER

CONTACT

+1(573) 855-9150

accashiathomas13@gmail.com

accashiathomas.com

Dallas, Texas

EDUCATION

**Master of Fine Arts in
Strategic Communication**

University of Missouri School
of Journalism

**Bachelor of Arts in Spanish
& International Studies**

Westminster College

Mujeres de HACE

Leadership Program

Hispanic Alliance for Career
Enhancement

SKILLS

Art Direction

Graphic Design

Digital Campaign

Email Marketing

Social Media Content

Motion Graphics

Brand Identity

Development

UX/UI Principles

Visual Storytelling

Photography

Adobe Creative Suite

Figma

After Effects

Creative Project
Management

PROFILE

Creative leader with 8+ years of experience delivering award-winning visual solutions for major brands including Shutterstock, Intel, Hilton, Sally Beauty, and more. I specialize in mobile-first design, integrated marketing campaigns, and innovative digital storytelling that drives measurable business results. Adept at leading cross-functional teams, mentoring junior talent, and blending creative vision with strategic execution. Passionate about evolving digital trends and exploring UX design, I consistently push creative boundaries in fast-paced environments.

EXPERIENCE

Freelance Art Director | Agency Creative

Remote | April 2025 - Current

- Conceptualize and execute the "Home of the Crave" campaign for Liberty Burger, creating social-first carousels, animations, and branded content.
- Art directed a food photography shoot to expand brand visuals and increase engagement.
- Develop core content pillars and a full social media content calendar.
- Increase their social media following by 0.3% through strategic content development.

Freelance Sr. Graphic Designer | Shutterstock

Remote | Jan. 2025 - Mar. 2025

- Designed digital assets for Shutterstock's web, mobile, and app platforms, enhancing user experience.
- Collaborated on social media, email, and app assets to drive brand engagement.
- Ensured designs aligned with brand guidelines and project objectives.
- Stayed updated on design trends and technologies to introduce fresh ideas.

Freelance Art Director | Intel

Remote | March 2023 - Jan 2025

- Spearheaded social media strategies engaging 1.8M+ followers across Instagram, LinkedIn, and X, increasing engagement by 0.12%.
- Orchestrated multiple projects under tight deadlines, maintaining brand consistency.
- Mentored junior designers to enhance team performance.
- Pitched creative concepts to stakeholders, securing buy-in for major campaigns.

Freelance Sr. Graphic Designer | Hilton

Remote | Feb. 2023 - March 2023

- Developed a new brand identity for Hilton, boosting brand recognition and digital visibility.
- Directed creative execution across cross-platform campaigns, ensuring cohesive messaging and improving customer experience.
- Art directed Hilton Honors influencer guide and "For the Stay" Bonus Points campaign using advanced storyboarding.
- Performed in-depth analysis of email marketing strategies, refining campaign performance.

Sr. Graphic Designer | Sally Beauty

Remote | Nov. 2022 - Feb. 2023

- Designed and animated omnichannel campaigns for over 665K Instagram and 1.2M Facebook followers.
- Led creative direction for cross-platform advertising, aligning with Sally Beauty's brand strategy.
- Directed a 360-degree product shoot to produce immersive 3D animations.

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EXPERIENCE

Sr. Art Director | Mr. Cooper (Nationstar Mortgage) Remote | Feb. 2019 - Nov. 2022

- Amplified ROI by 573% and reduced cost-per-download by 45% for the award-winning "Fly the Coop" Sweepstakes.
- Led integrated marketing campaigns across email, digital, and social, driving revenue and customer acquisition.
- Co-developed "Changing the Way You Find, Sell, and Buy" campaign, boosting brand awareness.
- Rebranded the Hispanic Organization of Leadership & Achievement, increasing membership by 70%.
- Promoted to Senior Art Director after 2 years based on campaign impact.

Volunteer Officer of the Hispanic Organization of Leadership & Achievement

- Increased employee membership by 70% through a successful rebranding 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.

Jr. Art Director | Wunderman Thompson Seattle, WA | Nov. 2018 - Jan. 2019

- Assisted in the development of branding for T-Mobile Insiders, an exclusive influencer program, as well as Metro by T-Mobile, ensuring alignment with T-Mobile's Un-Carrier campaign values and standards.
- Collaborated with internal teams and external stakeholders to create cohesive and innovative designs, contributing to successful marketing and promotional efforts for T-Mobile.
- Researched and applied the latest design trends to deliver eye-catching visuals that resonated with target audiences and elevated T-Mobile's brand presence.

Freelance Junior Art Director | fluent360 Chicago, IL | Jun. 2018 - Sep. 2018

- Collaborated with the African American and Hispanic teams to develop culturally resonant campaigns for renowned brands such as Nissan USA, Denny's, and Infiniti.
- Directed and approved video content produced by external vendors, ensuring all assets met project objectives and adhered to creative vision.
- Designed flyers, social media graphics, and marketing materials that supported broader campaign efforts and effectively communicated key messages to target audiences.

Senior Graphic Designer | University of MO. Columbia, MO | Jan. 2018 - May. 2018

- Designed videos, flyers, posters, and social media graphics to support university marketing across digital and print platforms.
- Collaborated with international departments to ensure cohesive global outreach efforts.
- Presented creative concepts to management, integrating feedback to align with university goals.