

Georgina Saldana

Creative and Art Director

Brand Strategy | UX/UI Design | Creative Team Leadership

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SUMMARY

Creative and Art Director with 19 years in brand strategy, UX/UI design, and creative operations across corporate, agency, and nonprofit teams. A hands-on leader who designs and ships the work alongside the team: led creative teams of up to six, grew a remote studio to 16, and partners closely with product, dev, marketing, sales, and executives. Led the rebrand of a public company and six portfolio brands, cut asset production from 17 days to 2, and helped a new nonprofit raise \$1.2M in year one through organic social. Designs web and mobile products from wireframes through usability testing and dev handoff, and builds the workflows that help teams move faster and run on their own.

SKILLS

- **Creative leadership:** creative direction, art direction, brand strategy, brand architecture, brand governance, integrated campaigns (digital, web, print, events), creative team leadership
- **UX/UI:** user flows, wireframes, prototyping, interface design, design systems, design tokens, responsive and mobile-first design, iOS and Android apps, accessibility (WCAG)
- **Research and testing:** user and stakeholder interviews, moderated usability testing, A/B testing, surveys, competitive and accessibility audits, QA and user acceptance testing
- **Project management and delivery:** agile (Scrum, Kanban), sprint planning, user stories, roadmaps, feature prioritization (familiar with MoSCoW and RICE), scope, timelines, budgets, vendor management, creative resourcing, DAM, AI-assisted workflows

WORK EXPERIENCE

Creative & Art Director | Rammun Foundation

Washington, DC | Oct 2024 - Jul 2026

- Partnered with the CEO and Founder as one of a four-person core team to build a new humanitarian nonprofit's brand and campaign infrastructure from zero.
- Built the brand identity, voice, and campaign art for urgent aid initiatives, from concept through final art.
- Built the full website and donation platform on WordPress, Shopify, and Fundraise Up, and ran usability tests in UserTesting before launch.
- Helped raise \$1.2M in year one through organic social alone, then matched that total by Q2 of year two.
- Grew the donor base from 0 to about 8,000, Instagram to 24,000, and recurring donations to about \$20,000 through organic reach and influencer partnerships.
- Built creative and content workflows, plus AI workflows in Claude and Canva, then handed off the system so the team could run it alone.

Creative Manager (Brand Strategy and Creative Operations) | Liquidity Services

Bethesda, MD | Jun 2021 - Oct 2024

- Reported to the VP of Marketing. Led the rebrand of a public company and six portfolio marketplace brands across retail, industrial, and government sectors.
- Built a unified brand architecture using David Aaker's framework, and sunset overlapping brands to simplify the portfolio.
- Cut 50+ legacy blues to fewer than five shared colors, tested for WCAG contrast, and set one typeface across brands.
- Launched a self-service Canva system with brand kits and templates, adopted company-wide in a month, cutting asset production from 17 days to 2.
- Served as capabilities manager for designers in business units, alongside their line managers.
- Brought agile practices (Scrum, Kanban, sprints) from product into marketing and design, and centralized creative intake in HubSpot, then Asana.
- Helped build a shared taxonomy with leads from each business unit, aligning product categories across all marketplaces.
- Built a company-wide SharePoint structure and naming standard, adopted by HR, Legal, Sales, and executives.
- Cut trade show production spend by about half, and built the first trackable lead capture, gathering 1,000+ leads in one day.

Senior Graphic Designer | Liquidity Services

Bethesda, MD | Mar 2019 - Jun 2021

- Worked on the product team with UX/UI and dev in two-week sprints, writing user stories in Jira.
- Designed wireframes and responsive marketplace screens in Figma and Adobe XD that developers built into coded design systems.
- Ran usability tests in UserTesting on marketplace products, and took part in QA and user acceptance testing before releases.
- Designed campaign assets for the parent brand and six marketplace brands across email, paid ads, and events.

Creative Consultant | Red Pen Creative

Phoenix, AZ | 2016 - Present (select freelance projects alongside full-time roles)

- Designed the UI for a regional lab's website and patient portal across desktop and mobile. The build stayed close to the design, with few revisions. (2017)
- Designed wireframes and a design system for a commercial real estate firm's website, approved and handed off to dev with few revisions.
- Delivered brand and UX/UI refreshes for nonprofits including Baitulmaal, The Ummah Relief, Maristan, and Arizona Muslim Alliance.
- Led UX/UI for Arizona Muslim Alliance's site rebuild, from discovery, sitemap, and wireframes through Figma design system and dev handoff to launch.
- Ran usability tests in UserTesting on client web and app projects before launch.
- Led a search behavior study in Google Search Console that surfaced an overlooked audience, driving about 40,000 new leads and \$240K in client revenue in the first month.

Digital Designer | Isagenix

Gilbert, AZ | 2016

- Designed health and wellness campaigns across email, social, and product landing pages.
- Retouched product photos and before-and-after images, and refreshed product brochures and the company magazine.

Graphic Designer | Philosophy

Tempe, AZ | 2012

- Storyboarded beauty product campaigns, and designed landing page UI and social ads for dev handoff.
- Designed storefront posters and retail collateral for Sephora, Nordstrom, Ulta, and QVC.

Co-founder & Creative Director | iStartUs (now Red Pen Creative)

Phoenix, AZ | 2007 - 2016

- Co-founded and grew a remote design and dev studio to 16 people, leading 250+ brand, web, and e-commerce projects.
- Designed custom websites and mobile apps for iOS and Android, from wireframes through launch.
- Ran QA and user acceptance testing on every build, and secured client sign-off before launch.
- Directed developers and owned scope, timelines, budgets, and client relationships.

TOOLS

- **Design and prototyping:** Figma, Adobe Creative Cloud, Canva, Sketch, Axure, Balsamiq, InVision, Framer, Webflow
- **Marketing and CRM:** HubSpot, Salesforce, Mailchimp, Constant Contact, Fundraise Up, Meta Ads Manager, Google Ads, Hootsuite, Sprout Social, Buffer
- **Research and analytics:** UserTesting, Hotjar, Google Forms, SurveyMonkey, Google Analytics, Google Search Console, Google Tag Manager, Semrush
- **Project management:** Jira, Confluence, Asana, Smartsheet, Microsoft Project, Adobe Workfront, Airtable, Notion, Trello, Azure DevOps
- **Web and CMS:** HTML, CSS, WordPress, WooCommerce, Shopify
- **Video:** Adobe Premiere, CapCut, Captions
- **Collaboration:** Miro, Lucidchart, Slack, Microsoft Teams, Microsoft 365, Google Workspace, SharePoint, Zoom
- **AI:** Claude, Microsoft Copilot, ChatGPT, Figma AI, Midjourney, Adobe Firefly

EDUCATION AND CERTIFICATIONS

- **Arizona State University** | Studies in Computer Science
- **Phoenix College** | Business Marketing Certificate
- **Google (Coursera)** | Marketing & E-Commerce Certificate
- **Google (Coursera)** | "Data, Data, Everywhere" Certificate