



EXPERIENCE

Project Marketing Designer

Signature Aspen • Houston, TX

February 2025 – Present

Project, Design & Operations Leadership

- Own projects from intake through delivery, aligning scope, timelines, quality, and stakeholder expectations.
- Manage budgets, billables, pricing, and vendor costs while maintaining profitability.
- Oversee workflows, milestones, and cross-functional communication to ensure on-time delivery.
- Apply hands-on production knowledge to evaluate feasibility and reduce downstream risk.

Design & Experience Strategy

- Lead conceptual design and brand continuity across digital, print, and physical environments.
- Develop in-house branding systems, marketing assets, and bid-winning presentations.
- Partner with web and development teams to improve UI, usability, and brand expression.
- Translate business objectives into execution-ready creative solutions while managing scope changes.

Client, Sales & Project Support

- Provide design consultation and technical guidance during discovery and planning.
- Support sales with proposals, estimates, pricing strategies, and engineered solutions.
- Approve vendor pricing, timelines, and purchase orders for large-scale and event-based projects.

Systems, Web & Operational Development

- Oversee website development and manage an internal API-based project tracking platform.
- Build scalable file-management systems and maintain product structures and pricing in PrintIQ.
- Lead AI integration and develop SOPs to streamline workflows and expand operational capabilities.

VP of Creative Design & Production

Bayou Graphics • Houston, TX

May 2023 – December 2024

Design Leadership & Team Management

- Established department-wide design and prepress procedures to improve efficiency, consistency, and quality.
- Directed creative resourcing and time allocation based on project scale for both internal planning and bid development.
- Led client consultations and strategically assigned design teams based on creative needs and technical requirements.
- Oversaw shop drawings, fabrication specifications, and permitting documentation to ensure accuracy and feasibility.
- Championed standardized systems for file organization, formats, and archival practices across platforms.
- Headed in-house branding, marketing, and creative initiatives across digital and print channels.

Production & Experience Delivery

- Defined and managed fabrication and installation timelines to consistently meet or exceed client expectations.
- Trained production teams in advanced equipment maintenance, color management, and quality standards.
- Oversaw SOPs, inventory, sourcing, and cross-platform consistency across production environments.
- Identified growth opportunities for team members and implemented targeted professional development initiatives.

Graphic Designer

Roadrunner Vehicle Wraps • Beltsville, MD

September 2020 – May 2023

Experiential & Environmental Design

- Designed large-scale branded experiences including vehicle and fleet wraps, food trucks, and exterior signage.
- Developed brand systems for mobile and physical environments, translating identity into immersive applications.
- Produced shop drawings and technical layouts for illuminated signage, permitting, and fabrication.
- Managed prepress workflows for large-format and specialty production.

Production Collaboration

- Partnered closely with production teams to ensure design intent translated accurately to final installations.
- Prepared files for large-format print, cut, and install, accounting for materials, scale, and environmental conditions.

Graphic Designer

Strategic Factory • Owings Mills, MD

October 2019 – March 2020

Brand & Spatial Design

- Designed print, signage, and environmental branding systems for corporate offices, fleets, events, and branded spaces.
- Created renderings and visual proofs to communicate concepts clearly to clients and internal teams.
- Maintained brand cohesion across print, signage, mail, and spatial applications.

Prepress & Systems Thinking

- Prepared press-ready files for offset, digital, and large-format production with precise color and finishing control.
- Supported automation and preflighting workflows to streamline production and reduce errors.

Graphic Designer

Image360 – York • York, PA

July 2017 – October 2019

Design, Marketing & Experience Development

- Designed multi-format branding solutions including signage, vehicles, dimensional graphics, and digital marketing assets.
- Contributed to integrated marketing campaigns across social, web, and physical touchpoints.
- Developed conceptual designs that bridged marketing strategy and environmental execution.

Operations & Leadership Support

- Managed workflows, timelines, and delegation to support efficient studio operations.
- Oversaw inventory, purchasing, and file systems to maintain production readiness.

Production & Signage Specialist

Allegra Marketing Print Mail • Lancaster, PA

October 2016 – July 2017

- Supported design, production, and installation of large-format and environmental graphics.
- Executed on-site installations and collaborated with clients to ensure satisfaction and brand accuracy.
- Assisted in shop leadership, scheduling, and workflow coordination.

Graphic Design & Production

Elephant Design & Print • York, PA

July 2014 – August 2015

- Designed and produced apparel and print graphics from concept through execution.
- Managed prepress, printing, and finishing while supporting customer service and sales efforts.

Design Leadership & Creative Direction

- Initiating, implementing, and scaling design systems, workflows, and SOPs
- Creative direction and oversight of in-house design teams
- Multi-platform brand stewardship across digital, print, and physical environments
- Translating business objectives into cohesive visual and experiential outcomes

Project, Production & Operations Management

- Budgeting, costing, and scheduling for multiple concurrent projects
- Delegation, tracking, and delivery of complex jobs from concept through installation
- Change order evaluation and management for scope additions, revisions, and contract variations
- Inventory management for both ongoing operations and project-specific needs
- Vendor and supplier research, negotiation, and relationship management

Team Development & Organizational Leadership

- Oversight of design, production, and installation departments
- Workforce planning, training programs, and employee growth trajectories
- Compensation analysis, salary planning, and bonus forecasting
- Performance evaluation and process optimization to improve output and morale

Experiential, Environmental & Production Design

- Commercial vehicle wraps and mobile brand experiences
- Large-format commercial graphics and environmental branding
- Fabrication-ready shop drawings and permit documentation
- Print, press, and digital media production
- Apparel decoration workflows: screen print, HTV, DTF, and transfer media
- Digital content for web, social media, and campaign-driven marketing
- Prepress and file preparation for complex production environments

Finance & Project Systems

- Microsoft 365 Office Suite
- Intuit Suite (QuickBooks, Mailchimp)
- CoreBridge
- shopVOX
- PrintIQ
- Adobe Acrobat & Express

Creative Tools

- Adobe Creative Suite
- CorelDRAW Graphics Suite
- Figma
- Canva
- SAI Flexi Design

Production, RIP & Automation

- ONYX Thrive
- SAI Flexi RIP
- CutMaster
- Esko iCut
- Summa Cut Server

Craft in hand.
Strategy in mind.
Execution at scale.

Turning thoughtful ideas into meaningful experiences.

KrisDaSilva.com

