

XAVIER BLAIN-CRUZ

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347-510-0658

ART DIRECTOR

Blackstone - Private Wealth Solutions (Sept 2021 - present)

- Evolve complex digital design systems and digital products while upholding the visual identity of the Blackstone brand
- Work across a variety of projects with multiple client stakeholders to create integrated creative solutions
- Manage and deliver innovative executions across both digital and print
- Craft stories and build brands through campaign-level thinking and execution
- Manage the quality of all deliverables and ensure they meet Blackstone standards for creative excellence
- Possess strong leadership and mediation skills, mentor and foster growth of team
- Succeed in a deadline-oriented, fast-paced environment

SENIOR VISUAL DESIGNER, EMEA

The Leading Hotels of the World (Dec 2018 - Sept 2021)

- Design creative communication collateral in print and digital for marketing campaigns while focusing on the uniqueness and individuality of the luxury hotel collection and adhering to the corporate identity
- Design all billboards, sponsored banners and stands for all EMEA conventions that LHW participates in including; IMEX Frankfurt, Pure Morocco and ILTM Cannes. Design all hosted events for EMEA LHW
- Design LHW owned sites: lhw.com, lhwauto.com and lhweventscaendar.com
- Train junior designers / freelancers and mentor marketing interns during traineeship on brand guidelines and creative direction

ART DIRECTOR / HEAD OF MARKETING

SPEAKEasy sprachschule gmbh (Nov 2015 - Nov 2018)

- Branding – Create unified brand aesthetic and culture through events and corporate partnerships. The branding fostered relationships and built a new community - resulting in client loyalty, positive reputation, and a boost in sales with valuable customers by 40%. As Art Director/Head of Marketing, SpeakEASY reached yearly goal four months ahead of schedule
- Brand Identity – Constructed visual identity guidelines for print and online marketing collateral. Led weekly meetings with CEO and team to maintain and advocate effective visual communication to clients. The implementation of the visual identity guidelines resulted in brand recognition and an increase in enrollment

GRAPHIC DESIGNER / FREELANCE DESIGNER

(Nov 2009 - Nov 2015)

EDUCATION

Savannah College of Art and Design (SCAD) 2004 - 2009

Master of Arts:
Illustration 2009

Bachelor of Fine Arts:
Illustration 2008

Languages:

- English
- German (advanced)

HARD SKILLS

- Branding • Brand Identity • Email Marketing • Project Management
- Marketing Strategy • Social Media Marketing • Data Analysis • Art Direction
- Graphic Design • Typography • Web Design • Illustration • HTML

SOFTWARE KNOWLEDGE

- Adobe XD • Photoshop • Illustrator • InDesign • Adobe Premier • After Effects
- InVision • Wordpress • Power Point • Salesforce Marketing Cloud • Cvent

SOFT SKILLS

- Agile • Collaborative • Passionate • Motivated • Creative • Innovative • Personable
- Hard working • Responsible • Leader