

GREG MADDOX

SENIOR ART DIRECTOR | CONSUMER BRAND & CREATIVE LEADERSHIP

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PROFILE

Senior Art Director and hands-on multidisciplinary designer who builds and protects consumer brand systems across social, digital, retail, packaging, photography, motion, and physical experiences. Deep in-house experience across healthcare, technology, convenience, and national retail brands. Combines decisive creative direction, performance-minded execution, Figma/UX fluency, and collaborative leadership to keep the central brand idea intact across fast-moving channels.

CORE EXPERTISE

Creative Leadership: Visual identity, brand standards, campaign systems, photo/video direction, design reviews, contributor guidance, stakeholder presentations and quality control

Channels & Tools: Paid/organic social, performance creative, web/mobile, UX/UI, email/CRM, retail, packaging, events, OOH, Figma/Auto Layout, Adobe Creative Cloud, motion and AI-assisted workflows

SELECTED PROFESSIONAL EXPERIENCE

Senior Designer / Art Director | Merck – MCS Aug 2022 – Present • Remote

- Lead creative direction, concept development, and hands-on execution for a high-profile brand across web, mobile, social, paid media, motion/video, presentations, events, and print.
- Translate complex audience and product information into clear visual stories while protecting brand character, accessibility, accuracy, and customer relevance.
- Build modular Figma/Auto Layout systems, campaign templates, and reusable libraries; create photography, custom graphics, storyboards, and motion assets that extend ideas consistently across channels.
- Serve as Brand Anchor and Creative Steward, presenting rationale, guiding reviews, mentoring teammates, and partnering across marketing, copy, UX, production, development, agency, and leadership teams.

Digital Designer (Contract) | 7-Eleven Feb 2021 – Aug 2022 • Irving, TX

- Concepted and delivered high-volume national consumer campaigns across paid and organic social, app, web, email, CRM, digital advertising, motion, digital signage, presentations, and internal communications.
- Adapted hero concepts, headlines, photography, and visual messaging into platform-aware paid and organic executions, maintaining a cohesive brand while tailoring hierarchy, pacing, and context to each surface.
- Produced 2-3 motion assets weekly and developed modular templates, creative variations, and channel guidelines that improved speed, consistency, and scalability across fast-moving campaigns.

Senior Creative Designer | Coolpad Technologies US Nov 2018 – Feb 2021 • Frisco, TX

- Owned the U.S. visual identity and served as hands-on creative lead for a global consumer technology brand, developing product launches across web, email, social, video, packaging, retail, presentations, and events.
- Created photography-forward product stories and approachable digital experiences through regional websites, landing pages, partner materials, presentations, original illustrations, product imagery, and supporting graphics.
- Built scalable brand systems across the U.S., Canada, and LATAM and collaborated with product, marketing, sales, agencies, vendors, and developers to deliver cohesive work across distributed markets.

Senior Advertising Designer | Michaels Stores Mar 2016 – Nov 2018 • Irving, TX

- Concepted and executed high-volume national seasonal campaigns across email, web, mobile, digital advertising, direct mail, weekly advertising, and in-store touchpoints within established retail brand systems.
- Led photo-studio pre-production and art directed on-set photography, guiding lifestyle concepts, composition, styling, image selection, retouching, and final optimization for digital and physical channels.
- Created reusable templates and campaign extensions, guided fellow designers through reviews and feedback, and maintained craft, organization, quality, and on-time delivery across concurrent work.

Senior Designer / Art Director | JCPenney May 2009 – Dec 2015 • Plano, TX

- Led visual concept development and end-to-end execution for national retail campaigns across web, landing pages, email, digital display, direct mail, in-store experiences, events, presentations, and print.
- Presented and defended visual direction to cross-functional stakeholders, translating briefs and business objectives into cohesive experiences grounded in typography, color, composition, imagery, and customer context.
- Directed photo-studio pre-production and on-set photography, guiding styling, image selection, retouching, stakeholder review, and production-ready delivery across digital and physical touchpoints.