

## Rey Verdugo

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### Professional Summary

Creative Operations / DesignOps leader with 22+ years delivering brand and marketing work across digital and print. Known for building scalable workflows, intake, prioritization, templates, approvals, and quality standards, that improve speed, consistency, and stakeholder satisfaction. M.S. in Human Factors, bringing a research-informed approach to reducing friction, cognitive load, and rework in creative systems.

### PROFESSIONAL EXPERIENCE

#### Graphic Designer and Marketing Specialist

*CRS Temporary Housing | Phoenix, AZ | June 2025 – Present*

- **Graphic Design & Content Creation:** Produce high-quality marketing materials across print and digital platforms—including brochures, presentations, social media graphics, email templates, landing pages, and branded collateral—while maintaining consistent brand voice and visual standards.
- **Digital & Social Media Marketing:** Manage and schedule content for LinkedIn, Facebook, and Instagram; create engaging campaigns; support email marketing and website content updates; and analyze performance metrics to optimize strategy.
- **Continuing Education (CE) Program Support:** Assist with monthly virtual CE classes, process attendee credits, certificates, and maintain up-to-date course materials to ensure smooth delivery and compliance.
- **Cross-Functional Collaboration & Technical Expertise:** Partner with internal teams to meet marketing needs; track KPIs; stay current with industry trends; and leverage strong skills in Adobe Creative Suite, digital marketing tools, CRM systems, project organization, and communication.

#### Marketing Consulting

*Dylan Consulting | Scottsdale, AZ | Jan 2024 – June 2025*

- **Consult & lead branding & marketing strategies,** strengthening its presence across 14 nationwide industry verticals and supporting a network of 200,000+ members.
- **Direct content strategy, visual design, & digital marketing initiatives,** ensuring all creative output aligns with organizational goals and market positioning.
- **Advise & collaborate with cross-functional teams** to develop cohesive brand messaging, visual identity, and streamlined communication across multiple platforms.
- **Partner with diverse stakeholders and client groups** to guide product and service delivery, ensuring alignment with business objectives and high-quality outcomes.

## **Graphic Designer**

*Embry-Riddle Aeronautical University | Prescott, AZ | Mar 2018 – Jan 2024*

- Spearheaded digital and print media projects, enhancing institutional branding.
- Developed award-winning creative campaigns recognized for their strategic impact.
- Managed high-stakes projects, ensuring consistency across platforms.

## **Proposal Development Designer**

*General Dynamics | Scottsdale, AZ | Apr 2017 – Mar 2018*

- Led proposal design efforts for high-value government contracts.
- Transformed complex engineering data into accessible and visually appealing content.
- Ensured compliance with strict proposal deadlines and standards.

## **Senior Graphic Designer**

*First Things First | Phoenix, AZ | 2013 – Apr 2017*

- Developed branding guidelines and communication strategies for public engagement.
- Created compelling visual assets for advertising, corporate identity, and educational materials.
- Oversaw large-scale design projects, working closely with marketing and outreach teams.

## **EDUCATION**

### **Master of Science in Human Factors**

*Embry-Riddle Aeronautical University | 2018 – 2021*

### **Bachelor of Science in Graphic Information Technology**

*Arizona State University | 2008 – 2011*

- Business Manager | Graphic Information Technology Club | National Society of Leadership and Success

## **SKILLS & EXPERTISE**

- Branding & Identity | Corporate Identity
- Graphic Design | Marketing Strategy
- Human Factors Engineering | Systems Engineering
- Project Management | Content Development

## **HONORS & AWARDS**

- **UCDA Excellence Award (2023)** – Recognized for excellence in digital and print event collateral.
- **AAF Silver Addy Award (2022)** – Awarded for Out-of-Home and Ambient Media creativity.