

EXPERIENCE

● L'ORÉAL / URBAN DECAY / NYX PROFESSIONAL MAKEUP SENIOR DIGITAL + GRAPHIC DESIGNER | 2021-CURRENT

Ensuring alignment with the brand's style guides and design standards, I drive continuous creative innovation and improvement in response to evolving trends while meeting tight deadlines in fast-paced environments. I conceptualize and execute innovative designs across various media, including eCommerce platforms, paid media, email marketing, social media, print, displays, planograms, out-of-home (OOH) advertising, and video. My role supports seasonal launches and campaigns by organizing and maintaining the web asset library, conducting design research and testing, and assisting with brand refresh implementations. Additionally, I develop design collateral, digital mockups, and prototypes for internal presentations, collaborating closely with global eCommerce, social, UX, and merchandising teams to ensure all designs enhance user and customer experiences.

Key Project: Urban Decay x Marvel Studios' She-Hulk Digital Pack Creation + Activation

I partnered with the VPs of Creative, Brand, and Design, the Director of Global Activation, and Disney marketing teams to develop distinctive and impactful designs for the 'super-strong' makeup collection, inspired by Marvel Studios' She-Hulk: Attorney at Law series on Disney+. These designs effectively captured the series' essence and aligned with the brand strategy.

● PIXI BEAUTY / POP BEAUTY SENIOR DIGITAL DESIGNER | 2020-2021

As a Senior Designer at Pixi Inc., I created engaging digital content for Pixi Beauty and POP Beauty. I managed social requests, developed innovative design concepts, and produced various digital materials to meet the needs of multiple teams. My attention to detail and creativity were key in ensuring timely delivery and high-quality content.

Key Project: POP Beauty Brand Refresh + Animated Social Media Teaser Campaign

I collaborated closely with the AVP of Global Marketing Digital Sales to design and produce dynamic, animated assets for POP Beauty's social media platforms. These assets were instrumental in teasing the brand refresh and new skincare product launches. Our approach emphasized cohesive design, layout, typography, animation, and storytelling to engage the audience and generate buzz, creating fun and cryptic messages that significantly increased social media engagement.

● MILANI COSMETICS SENIOR DESIGNER | 2019-2020

As Senior Designer at Milani Cosmetics, I spearheaded the ideation, development, and production of visual assets for marketing, advertising, and merchandising teams. I established comprehensive brand guidelines for all retail graphics and collaborated with major retailers such as Ulta Beauty and Walmart to create impactful artwork that contributed to the company's growth. I also cultivated strong partnerships with key stakeholders to ensure the seamless execution of high-quality design projects.

Key Project: Milani Screen Queen Ulta Endcap

I worked closely with the Ulta team to implement Digital BlueLight Filter technology, integrating key digital elements and ingredients to communicate the product's innovative features in-store effectively.

● THE PROACTIV COMPANY LEAD DIGITAL + INTERACTIVE DESIGNER | 2018-2019

As Lead Digital/Interactive Designer at The Proactiv Company, I specialized in developing digital content for strategic partnerships with Sephora, Ulta Beauty, and Amazon. I played a vital role in the brand refresh initiative, collaborating closely with the Creative Director and cross-functional teams. My responsibilities encompassed user research, project management, and delivering high-impact campaigns tailored for direct-to-consumer and eCommerce platforms.

Key Project: ProactivMD Q1 email + LP Split Testing Template / Celebrity Talent vs. Testimonial

I collaborated with the marketing and eCommerce teams to implement split-testing, comparing celebrity talent with customer testimonials by analyzing key metrics (open rates, click-through rates, and conversions). This process identified the most resonant visuals, enhancing email performance, optimizing future campaigns, and improving customer engagement and ROI.

● HATCHBEAUTY BRANDS LEAD DESIGNER | 2016-2018

As Lead Graphic Designer at HATCHBEAUTY Brands, I spearheaded the packaging rebrand for global beauty brands, including Orlando Pita and Kirkland Signature. I successfully managed project timelines, ensuring on-time deliverables through close collaboration with cross-functional teams. My contributions included creating impactful product photography for packaging, social media, and web platforms, elevating the brands' visual presence and marketability.

● MAZAL GROUP / OROGOLD COSMETICS LEAD DESIGNER + ANIMATOR | 2014-2016

At Mazal Group, I spearheaded multiple brands' design and branding initiatives, creating marketing materials and digital assets across various channels. In addition to managing the editorial design and content for numerous magazines, I oversaw the email marketing system and implemented split-testing strategies to enhance campaign effectiveness. I also mentored junior designers, fostering a high-performing team. My efforts increased brand visibility and engagement across direct-to-consumer, eCommerce platforms, and in-store environments.

● DSDESIGNS.ME FREELANCE DESIGNER + ART DIRECTOR / CREATIVE DIRECTOR | 2006-CURRENT

I am a Freelance Designer + Art Director / Creative Director at DSDESIGNS.ME in Los Angeles, CA. My role involves collaborating with clients to create company branding, logos, websites, ads, marketing materials, email templates, animations, and video content. I focus on enhancing brand identity and recognition through creative design strategies, driving engagement and customer acquisition.

INTERESTING FACTS

As a 4th grader, my artwork was selected to be on display at the LA World Trade Center, and as a 7th grader I was one of two students to have artwork sent to the President and White House for display.

TOOLS

ADOBE CREATIVE SUITE

SKETCH + FIGMA

INVISION

AFTER EFFECTS

WRIKE / ASANA / JIRA

SKILLS

DIGITAL DESIGN

GRAPHIC DESIGN

INTERACTIVE DESIGN

MOTION GRAPHICS

ANIMATION

CAMPAIGN + BRANDING

WEB DESIGN

PRINT + PRODUCTION

PACKAGING

VISUAL MERCHANDISING

PROJECT MANAGEMENT

EDUCATION

CSU NORTHRIDGE
CLASS OF 2010

B.A. in Video / Digital Art / Graphic Art

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