



**XAVIER
CACERES**

Portfolio: xaviercaceres.com

SR. DESIGNER / ART DIRECTOR

As a multidisciplinary Senior Designer and Art Director based in Los Angeles and Orange County. My focus is in digital design with expertise in UX/UI, social media marketing, and brand development. With 10+ years of experience working with agencies and global brands, I am driven to create immersive digital experiences that not only captivate and inspire users but also strategically drive measurable business results.

EXPERIENCE

AbbVie Pharmaceutical | Senior Interactive Designer 2021 - 2025

Working within a cross-functional interactive team, implementing and managing brand standards for AbbVie's Aesthetic brands: Latisse, Skinmedica, Botox, and Juvederm.

Generated innovative design concepts for 360-degree digital campaigns, including websites, landing pages, social media, emails, and digital display banners. Collaborated with brand lead creatives to implement client briefs and feedback, providing direction on best practices and company guidelines. Contributed to the success of multiple marketing campaigns that exceeded performance metrics.

Capital Group | Senior Designer 2018 - 2021

Produced visual design efforts for Capital Group's High-Net-Worth marketing team. Collaborated on strategic initiatives to develop a wide range of marketing assets, including email campaigns, branded websites, digital presentations, and marketing collateral. Directed timely delivery and brand consistency of projects by applying effective project management and incorporating stakeholder feedback.

Precision Effect | Contract Art Director 2017 - 2018

Directed visual strategy and execution in partnership with the Creative Director, UX Engineer, Copywriter and Project Manager. Provided expertise that covered the entire design lifecycle, from developing initial wireframes and shaping content strategy to providing photography art direction. Ensured meticulous brand implementation and crafted responsive grid systems for both web pages and print collateral. Consistently presented and gained stakeholder buy-in on key design concepts, driving consistent visual alignment.

CONTACT

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818.4149625

@ [LinkedIn](#)
@ [Instagram](#)

SKILLS

- Branding
- Print and digital design
- Social media marketing
- UX/UI
- Prototyping
- Photography art direction
- Packaging design
- Presentation development
- Motion graphics
- Design styles and guidelines
- Video editing
- Storyboarding

TOOLS

Adobe Creative Cloud
Sketch
Figma
XD
WIX Studio
Framer
Lightroom
Microsoft Office
Anime
Jira
Slack
Basecamp



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FREELANCE WORK

William Sonoma | Freelance Art Director

2021 - 2022

Directed the visual strategy and execution for the Williams Sonoma Key Rewards Loyalty Program. Played a pivotal role in the program's successful launch and market reception. Key responsibilities included designing and developing the program's style guide for all creative assets including: brand website, social media, email campaigns, in-store visuals, and digital marketing collateral. This role also involved establishing brand guidelines and creating compelling presentations for key stakeholders.

Event 11 | Freelance Art Director

2016 - 2018

Collaborated with internal creative team to develop, art direct, and produce branded immersive experiences, crafting comprehensive design strategies tailored to diverse clients. A key initiative included spearheading the redesign of Tesla's Pop-Up store, transforming it into a reimagined, full-fledged retail experience that effectively engaged customers outside traditional marketing channels.

One Eighteen Advertising | Creative Team Manager

2014 - 2017

Led the end-to-end creative process for luxury real estate, food, and automotive brands. Managed the creative team, ensuring daily design tasks were delivered on time and within budget. Collaborated closely with senior company leaders, copywriters, and account managers to establish integrated workflows and foster efficient communication across all departments.

PERSONAL INTEREST

When I'm not designing, you'll find me enjoying the great outdoors, riding my bicycle around town, getting lost in a good playlist, traveling, struggling with film photography, and generally engaging in anything dealing with the arts.

INDUSTRY EXPERIENCE

- 10+ years of experience
- Agency / In-house
- Creative team lead
- Project management
- 360-degree marketing
- Problem solving
- Trend research / application
- Streamlining design process
- Managing vendors and supplies
- Strategic design planning
- Cross-functional team

EDUCATION

University of California

Los Angeles

BA Communications

Currently Enrolled

**UX for AI Product Design
certificate program**

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