

# DREW ANDERSON



ART DIRECTOR · CREATIVE & BRAND LEAD · PHOENIX, AZ

I build creative that moves real metrics — from pipeline growth to conversion lifts. Brand systems that scale, photography that sells, web that converts. I act as brand guardian across marketing, product, and web, leading from concept to production: identity systems, commercial photography, and conversion-focused web I can build in code. Equally effective directing a team or shipping as a senior IC.

## CONTACT

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## EXPERTISE

Brand Identity & Systems  
Art Direction  
Campaign Design  
Packaging  
Photography & Retouching  
Web & UI  
Editorial & Print

## TOOLS

Figma · Adobe CC · Sketch  
Ps · Ai · Id · Pr · Ae · Lr  
Webflow · WordPress  
HTML / CSS / JS

## MARKETING & AI

Marketo · HubSpot · Salesforce  
Midjourney · Firefly · Claude

## CERTIFICATIONS

Marketo Certified Expert  
Adobe Certified — CC

## EDUCATION

Northern Arizona University  
Visual Communications & Art

## SELECTED EXPERIENCE

- 01 Art Manager · Creative Lead** — RevolutionParts · Phoenix, AZ 2017—NOW
  - Own end-to-end creative across digital, email, web, and print. Brand guardian through a period of rapid growth (~\$3M to \$36M in revenue).
  - Cut production turnaround ~30% by rebuilding the brand identity and shipping a reusable design system the whole team runs on.
  - Drove lifts in email engagement and landing-page conversion; partnered with demand-gen and content teams to keep creative ahead of the market.
- 02 Creative Director** — eVisit · Mesa, AZ 2017
  - Stood up a telehealth startup's entire creative function from zero: brand, web system, email templates.
  - Shipped a full website redesign in **under 90 days** that sharpened brand perception and fed pipeline.
- 03 Senior Graphic Designer** — ClearDATA · Tempe, AZ 2014—17
  - **Doubled** qualified lead generation with a full rebrand: new identity, a 50+ page guideline system, and campaigns across web, trade show, and print.
  - Repositioned a technical healthcare company into a premium, trusted security brand.
- 04 Sr. Designer & Photographer** — Rockford Fosgate · Tempe, AZ 2005—09
  - Directed packaging, national print, and show-vehicle photography featured in national enthusiast magazines.

## EARLIER

Art Director, RSVP Advertising · Owner / Designer / Photographer, Drew & Megan Photography · Senior Designer, Canyon Communications · Designer, Royal Sign Company. Continuous independent practice as Drew Anderson Design throughout.