Lulú Almazán

CREATIVE DIRECTOR / ART DIRECTOR / GRAPHIC DESIGNER

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Multidisciplinary Creative Director and designer with over 18 years of experience developing impactful campaigns and brand experiences for global brands. Combines strategic thinking with hands-on design expertise across experiential, shopper marketing, digital, and print. Proven leader and collaborative creative partner with a passion for transforming ideas into compelling visual experiences.

AREAS OF EXPERTISE:

- Leadership
- Creative Team Management
- Experiential Design
- Art Direction
- Graphic Design
- Event Branding
- Creative Direction
- Design Strategy
- Brand identity & Development
- Executive Presentations
- Shopper Marketing
- Point of Sale Design

SKILLS:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Microsoft Office
- Fluent Spanish

PROFESSIONAL EXPERIENCE

Art, Design & Sunshine • Remote • July 2025 to Present

Freelance Creative Director & Designer

Partner with agencies and direct clients to provide creative direction, art direction, and graphic design across a diverse range of industries. Develop and execute creative concepts for integrated marketing campaigns, brand experiences, and digital and print communications. Collaborate with cross-functional teams to bring ideas from initial concept through final production.

Notable Clients: Google, Target, General Mills, Pilar Rum, Gates Ventures

Saatchi & Saatchi X • Remote • October 2020 to July 2025

Associate Creative Director (2021 – 2025)
Senior Art Director (2020-2021)

Managed art directors, freelancers and production designers of all levels in design strategy development to build and promote below the line campaigns for in-store and online use across many touchpoints.

Key Accomplishments:

- Worked closely with P&G to design and implement a BTL campaign launching the new Whitening Emulsions product for Crest in stores and online
- Helped develop evergreen toolkits for several Dreyer's Gand Ice Cream brands, creating a year-long framework for all BTL campaign needs across all channels
- Something about how you helped develop a hispanic marketing campaign message and design to help a brand speak specifically to that target - in a way that no one else at the ocmpany could do
- Managed a new team of creatives build and navigate through a new client relationship

Notable Clients: Crest, Oral-B, Smuckers, Folgers, Pampers, P&G Brands, Haagen-Dazs

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Publicis Experiences (PXP) • Chicago, IL • March 2009 to October 2020

Senior Art Director (2014 – 2020)

Manage art directors, freelancers and design interns in design strategy development to build and promote experiences for clients. Ensure every touch point aligns with the overall visual identity and brand narrative.

Key Accomplishments:

- Worked with Walmart's Media and Public Relations teams to design an influencer event for their new apparel line, generating 7.1M+ Instagram impressions alone
- Designed executive keynotes for internal and external presentations, including Melinda Gates's keynote at the 2016 UNGA Goalkeepers event
- Lead a team through a major company restructuring

Notable Clients: Bill & Melinda Gates Foundation, Walmart, USAA, Citibank, Kinder, HBO

Art Director (2009 – 2014)

Oversaw all design work produced by Chicago creative team from conception to launch. Design lead on client calls and presentations. Worked closely with production team and vendors to ensure quality execution, during development as well as on-site.

Key Accomplishments:

- Art directed the visual experience for HBO's Game of Thrones: The Exhibition, which engaged with nearly 100,000 consumers during it's 6-city tour from London to Tel Aviv
- Created the visual design for PayPal's Outside Lands sponsorship, taking their brand to music festivals for the first time ever. Event produced $1.2M in transactions and 69M impressions

Notable Clients: HBO, Samsung, PayPal, eBay, Crest, Johnson & Johnson, Coca-Cola, Sauza Tequila

COMMUNITY INVOLVEMENT

Lambda Theta Nu Sorority, Inc. • National Board of Directors • 2011-2013

Director of Marketing

Served on the national board of directors, *La Mesa Directiva*, overseeing the operation of 40 chapters nationwide. Responsible for creating national marketing campaigns and event branding. Acted as executive approver of all chapter marketing materials across the country. Mentored students on an individual level as well as during national conferences.

EDUCATION

Bachelor of Journalism, Advertising
Bachelor of Arts, Graphic Design
University of Nebraska – Lincoln