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Skills & Expertise

Art Direction
Brand Identity Systems
Marketing & Campaign Strategy
Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects)
Social Media Design & Strategy
Marketing & Campaign Strategy
Presentation Design
CMS Platforms
WordPress
Vendor & Print Production Management
Team Leadership & Mentorship
Email Marketing Tools (Mailchimp, Constant Contact, HubSpot)
Google Analytics
Project Management Tools (Asana, Monday.com, Basecamp)

Cecilia Feliciano

Art Direction. Graphic Design.

Education

Northern Illinois University, DeKalb IL
Visual Communications, Bachelor of Fine Arts, *May 2016*
Minor: Marketing

Harvard Business School Online
Management Essentials, *Summer 2024*

Work Experience

• **Art Director**, Ross Creative Works
November 2024 – Present

- Led creative direction across print, digital, and social campaigns, translating client objectives into cohesive visual systems that strengthened brand presence and marketing performance.
- Directed multidisciplinary teams including designers, writers, photographers, videographers, and external partners while overseeing end-to-end production to ensure high-quality, on-time deliverables within budget.
- Guided a rapidly expanding creative team through hiring, on-boarding, and structured mentorship as the department doubled in size, coaching designers in concept development, execution, and presentation skills.
- Implemented team-wide design standards and collaborative systems that increased efficiency, elevated design quality, and improved internal alignment across projects and stakeholders.

• **Associate Art Director**, Ross Creative Works
November 2022 – November 2024

• **Senior Graphic Designer**, Ross Creative Works
October 2021 – November 2022

• **Freelance Graphic Designer**, Ross Creative Works
September 2019 – October 2021

Visual Designer, Mosbrook Design
September 2017 – October 2021

- Collaborated with the design team to create, refine, and deliver marketing materials including brochures, signage, digital graphics, PPT templates, and email campaigns for major medical clients such as AbbVie, AOSSM, CNF, and ISAKOS.
- Developed visual concepts and full event branding systems for annual meetings and conferences, ensuring consistency across large-scale print materials, digital platforms, and on-site installations.
- Managed diverse project timelines and deliverables simultaneously, supporting efficient production and maintaining a high-quality standard across all assets.

Graphic Designer, React Presents
June 2016 – September 2017

- Contributed to the design and evolution of visual identities for key Chicago music venues including The Mid, Concord Music Hall, Bottom Lounge, and Lincoln Hall and six major music festivals such as Spring Awakening, North Coast, and Reaction NYE.
- Designed high-volume promotional assets including after party flyers, digital ads, stage signage, transit ads, billboards, Snapchat filters, Google display ads, and social graphics across Instagram, Twitter, Snapchat, and Facebook.
- Supported marketing and event teams by producing time-sensitive creative for weekly show announcements, festival lineups, and venue promotions.