PRESTON THOMAS DESIGN LEADERSHIP + ART DIRECTION + UX/UI DESIGN

cadencedesignstudio@gmail.com | 415-517-0420

education

BFA, Visual Communications, University of Delaware

Multimedia Studies Certificate Program, San Francisco State University

Coursera / Google UX Design Professional Certificate, UX Design

experience

4.2022-Present
Product Design Manager, McGraw Hill
- Employing leadership skills to manage and leading design teams across multiple initiatives to create user experiences.
- Utilizing strategic thinking and problem-solving skills—balancing user needs, business objectives, and technical constraints.
- Track record of leading, managing, and mentoring designers.
- Strong presentation skills to cross-functional stakeholders.

6.2021 to 3.2022
Creative Manager, Aptara
- High level focus on project success, client engagement, freelance management, and art direction.
- Strong storytelling and presentation skills to communicate conceptual ideas, design rationale, and the specifics of user-centered design processes to internal and external client stakeholders.
- Provided expert guidance on visual branding strategies, advising clients on concepts, color schemes, typography, and imagery.

5.2015 to 6.2021
Lead Digital Designer/Design Manager, Aptara
- Digital design expert and champion for user-centered design with a deep passion for building excellent end-to-end experiences.
- Successfully managed multiple projects simultaneously, balancing priorities and deadlines to deliver exceptional results within budget constraints.
- Employed strong collaboration and communication with cross-functional teams.
- Utilized Figma and Adobe XD to create engaging wireframes, prototypes, and UI designs.

12.2010 to 5.2015
Art Director/Graphic Designer, Cadence Design Studio
- Designed visually stunning and engaging graphics for various digital and print mediums, including websites, social media, brochures, and posters, consistently meeting or exceeding client expectations.
- Collaborated closely with clients to understand their vision and objectives, translating concepts into polished design solutions that resonate with target audiences.
- Implemented best practices in typography, layout, and color theory to enhance the overall aesthetic appeal and effectiveness of design projects.

4.2008 to 11.2010
Design Manager/Art Director, McGraw-Hill Education
- Manager for the in-house design group focused on developing and implementing design strategies aligned with product objectives.
- Provided art direction on high priority projects, on-going staff training, and maintained project schedules and budgets.

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experience continued

9.2003 to 3.2008
Senior Designer, McGraw-Hill Education
- Demonstrated proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create captivating visual design, incorporating conceptual solutions to enhance product.
- Vendor management of freelance designs, production teams, and illustrators.
- Mentored and coached junior designers, fostering their professional growth and contributing to a cohesive and high-performing design team.

12.2001 to 9.2003
Art Director, Thompson Learning
- Led concept development and brainstorming sessions to generate innovative ideas and strategies for visual storytelling.
- Presented design concepts and project updates to senior management, effectively communicating design rationale and gaining buy-in for proposed initiatives.
- Directed and managed a team of designers, providing guidance to ensure the delivery of high-quality creative projects on time and within budget.
- Cultivated strong relationships with external vendors and partners, negotiating contracts and overseeing outsourced design projects to achieve cost-effective solutions.

technical skills

Adobe CS Suite including InDesign, Photoshop, Illustrator, Adobe XD and Acrobat Pro, Figma, Smartsheet, Lucid Chart, Asana, Microsoft Office Suite and Powerpoint. Understanding of UX/UI design, HTML, CSS, and CMS Platforms.

samples

www.cadencedesignstudio.myportfolio.com/

www.behance.net/preston-thomas

https://www.linkedin.com/in/prestonthomas3/