

R E N É E M O R A L E S

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# Biography

## Renée Morales

Renée is currently a Sr. Visual Information Specialist for Sam-Lab, creating presentation and information graphics for some of the largest technology companies in the world. In addition, she does freelance graphics for Rollins Inc.—the holding company for the leading pest control brands worldwide, including Orkin and Home Team—and Citizens Trust Bank—the third largest African-American financial institution in the country.

Renée has worked as a professional designer for over 20 years, acting as designer, art director, creative director, and owner. Her passion for typography, layout and image retouching led her to visual communications. Current interests and studies include motion graphics and information graphics, as well as continuing studies in digital photo manipulation.

Renée holds an undergraduate degree in business with a major in marketing, and began her career as an account executive, then marketing director for a national frozen yogurt company. This early experience has served as an invaluable foundation for her work in the visual communications field.

Renée's graduate studies have been in creative design innovation and problem-solving techniques, design business strategy, ideation and marketing, and design education. She will completed her MFA in Visual Communications from Texas A&M Commerce in August 2018.

# Education

## **MFA in Visual Communications**

Texas A&M Commerce UCD

### RELEVANT COURSEWORK:

Research Literature & Techniques	Design Grant Writing	History of Graphic Design
Creative Methodologies	Design Teaching	History of Advertising/Consumerism
Design Education	Exhibition Development	Design Teaching Methods
Winning Audiences	User Centered Design Experience	Design Teaching Environment
Cross-Cultural Communication	Ideation, Process and Product	
Thesis Topic	Creative Promotion and Innovation	

## **Graduate Business Studies (Marketing)**

Arizona State University — Tempe, AZ

### RELEVANT COURSEWORK:

Managerial Communication	Financial Accounting	Advertising Creative Strategy
Organizational Theory/Behavior	Managerial Economics	

## **BS in Business (Marketing/Advertising)**

Arizona State University — Tempe, AZ

Minor in French

Graduated Cum Laude

### RELEVANT COURSEWORK:

Strategic Management	International Trade Theory	Principles of Marketing
Marketing Management	Fundamentals of Finance	Quantitative Information Systems
Marketing Communication	Legal Environment of Business	Accounting
Principles of Selling	Organizational Behavior	Principles of Economics
Strategic Marketing	Consumer Behavior	Business Enterprise
Marketing Internship	International Marketing	Statistical Analysis
Advertising Creative Strategy	Marketing Intelligence	Human World Cultures

## **Université de Caen — Caen, France**

Certificate in French

# Experience

## **Sr. Visual Information Specialist**

SAM-Lab: Strategies and Methods Laboratory, Inc. (2018-present)

Create information graphics and presentations for technology and consulting firms; printing specialist; client relationship development

## **Creative Director**

AJ BART Commercial Printing (2010-2018)

Recruited and led creative team; managed creative studio client relationships; branding, print collateral, financial design, large format graphics, interactive design and web graphics; fashion and product retouching & color correction

## **Sr. Art Director**

AJ BART Commercial Printing (2008-2010)

Branding, print collateral, financial design, catalog design, large format graphics; fashion, portrait, and product retouching

## **Art Director**

CREATIVE WORKS (1993-2008)

Corporate image and identity, ads, retouching, collateral, floorplan illustrations and packaging design

## **Marketing Director**

MISS KAREN'S FROZEN YOGURT (1987-1993)

Oversaw all marketing programs: sales literature, print advertising, point-of-purchase advertising, marketing planning, public relations, special events; managed marketing staff and key vendors, including printers, photographers, illustrators