

# MYAH FRAZER

ART DIRECTOR & DESIGNER



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## EDUCATION

### UX DESIGN

General Assembly  
San Francisco, CA

### HTML/CSS

Sonoma State University  
Rohnert Park, CA

### COMPUTER SCIENCE

Santa Rosa Jr. College  
Santa Rosa, CA

## EXPERTISE

- Art and Creative Direction
- Creative Team Management
- Project Management
- Human-Centered Design Theory
- Strategy and Implementation
- Content Development
- Data Research & Reporting

## PROFILE

Innovative, analytical, and strategic art director, senior-level designer, and data-driven creative strategist who emphasizes human-centered experience and storytelling through solution-based design. Enthusiastic thought leader with an extensive track record of proven multidisciplinary experience specializing in brand identity development, art direction, design creation, creative management (in-house/agency), project management, and strategy and implementation. Exemplary creative problem solving, creative thinking and communication skills.

## EXPERIENCE

### PROJECT MANAGER

Churchill Design Studio / CA / April 2022 – October 2022

Expertly led the successful execution of all creative projects as the primary manager for a top-tier design agency, overseeing multiple open projects and project resources.

- Identified and managed internal and external resources, including principle creative leads, to ensure all project deliverables and deadlines were met.
- Tracked and managed status, creative check-in reviews, revisions, comments, and approvals from project kick-off until completion and provided daily project reports to creative leads and design teams.
- Successfully built and maintained high-level client relationships and served as the main point of contact for all external stakeholders and vendors.
- Implemented and improved internal systems to increase efficiency, ensure consistency and accuracy, reduce redundancies, and improve communications.

### GRAPHIC DESIGN & WEBSITE MANAGER (OSP DIVISION)

VIAVI Solutions, Inc. / CA / January 2016 – September 2021

Drove art direction of multi-market national and international design creative and managed all design contractors, photographers, videographers, and vendors.

- Led the creation of OSP website pages and content hubs, achieving all project goals for time, scope and budget with successful implementation to support end users.
- Tracked and analyzed user website behavior and industry best practices to produce regular reports to the Vice President of Product Marketing to help inform new initiatives, communication agendas, and campaign direction.
- Served as liaison to a team of Product Line Managers and diverse group of engineers to ensure accurate translation of technical information into solutions-based marketing materials.
- Prime contributor to the overall growth of market share across multiple market channels, leveraging competitive intelligence and brand strategy to identify opportunities resulting in increase in brand awareness and market interest.

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## SKILLS

- Innovative Thought Leadership
- Collaborative Team Management
- Proactive Listening and Communication
- Analytical and Strategic Thinking
- Planning and Organization
- Creative Problem Solving
- Empathic Design Approach

## SOFTWARE

- Adobe Creative Cloud
- InVision, Adobe XD, and Figma
- Ceros Interactive Design Platform
- Microsoft Office Suite
- JIRA, Asana, Trello, Slack, Airtable, Teams, and Jive
- iOS and Windows

## VOLUNTEER

### SCHOOLS OF HOPE TUTOR

United Way of the Wine Country, CA  
2017-2019

## MARKETING AND DESIGN SPECIALIST

Redwood Credit Union / CA / July 2013 – January 2016

Guided an all-inclusive rebrand strategy for the credit union, including redesigning a regional multi-branch merchandising plan.

- Led art direction and design strategy for high visibility marketing campaigns, community events, and multiple creative projects including print, multi-branch digital signage, billboards, and advertisements.
- Managed and executed user interface and experience design development of interactive, in-branch self-service kiosks and ATM interactions.
- Successfully managed outsourced design teams and professional vendors, achieving all campaign delivery timelines and project goals.

## SENIOR GRAPHIC DESIGNER

Core Brands (Panamax/Furman) / CA / July 2007 – June 2012

Managed brand and identity campaigns, user interface and experience design development, design creation of cross-medium national and international advertisements, packaging, and print and digital media campaigns.

- Conceptualized and executed multi-touchpoint merchandising design plan for high-end AV and professional musical equipment store locations nationwide.
- Directly contributed to the growth of market share and product sales by developing relevant brand and identity creative campaigns within market channels.

## GRAPHIC DESIGNER

Hydrofarm / CA / January 2004 – October 2006

Conceptualized and designed integrated marketing material and collateral.

- Produced brochures, advertisements, presentations, website development, e-Learning tutorials, and trade show booth creation.
- Promoted and maintained brand equity through global project work with multiple stakeholders.

## AFFILIATIONS

### CREATIVEMORNINGS, OAKLAND

2017 – Present / Member

CreativeMornings is a free monthly breakfast lecture series designed for creative communities.

### WEB AND INTERACTIVE MEDIA PROFESSIONALS

2015 – 2019 / Member

WIMP connects people, technology, and innovation through social events for networking.