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Skills

VISUAL DESIGN

BRANDING

CREATIVE DIRECTION

ART DIRECTION

PACKAGING DESIGN

AD DESIGN

TYPOGRAPHY

ILLUSTRATION

LAYOUT

UI / UX DIRECTION

PROJECT MANAGEMENT

MENTORSHIP

ADOBE CC + FIGMA

Education

University of Notre Dame

Class of 2014

Bachelor of Fine Arts

Visual Communication Design

& Industrial Design

Experience

Giddy DESIGN DIRECTOR

May 2019–present

World's largest sex health website with 12,000+ doctor-reviewed articles on sex health, and ecommerce store with >\$1MM in monthly sales

- Managed and mentored a team of 10, including Visual Designers, UX Designers, Videographers, Motion Designers, and Photographers.
- Built brand foundations from the bottom up, expanding channels in both digital (Amazon, Walmart) and retail spaces (CVS, Walgreens, Rite Aid).
- Established design systems and guidelines to streamline editorial production of >100 articles weekly, and made over **1000+** editorial illustrations.
- Prototyped & developed product materials, packaging, & colorways for FDA-registered wearable sextech device proven 90% effective in clinical trials.
- Oversaw successful launch of 6 vitamins, and led cobranding with Routine.co.
- Led company-wide meetings focused on performance-driven, data-first ad campaigns, leading to **>100% YoY revenue growth** from 2020-2022.
- Directed UX and led launch of an AI-driven mobile app that answers complex sex health questions in less than 1 second and curates selection of articles.

Beardbrand SENIOR DESIGNER

May 2017–May 2019

Premium men's grooming company with complete line of men's beard and haircare products in 10+ high-end fragrances, with an expansive grooming community

- Created comprehensive, unified design system of icons, patterns, and fragrance names to differentiate premium product line among a densely competitive market.
- Designed motion graphics to grow YouTube following to over **1 million**.
- Designed custom end-cap retail displays for sale in over **1000 Target stores**.
- Overhauled digital and web presence, growing email subscriber database to over **500,000**.
- Established art direction for social media feed to elevate brand's social footprint, growing Instagram following to **>250k**.

Crömo FOUNDER / CREATIVE DIRECTOR

May 2014–present

Full service creative studio: sonic branding, visual branding, experiential sound design, film scoring, and event-centric perfumery.

Select client list: VADA Jewelry, Torchy's Tacos, LBJ Library, Notre Dame Federal Credit Union, Primo Coffee, The Austin Winery, Bastrop County, Colorado Tower, Captain Blankenship, Armbrust USA

Big Bang–2017

PREVIOUS WORK – Arsenal Advertising (Designer), Apple Inc. (Genius Admin), Assn. for Craft Producers Nepal (Designer), Jason's Deli (Designer)

Awards

2021, 2022, and 2023 DIGITAL HEALTH AWARDS

1 Gold, 3 Silver, 4 Bronze

Excellence in editorial illustration and content for sex health site getmegiddy.com.

2014 Winner GREIF AWARD

Excellence in design research

2012 Winner SAPPI IDEAS THAT MATTER GRANT

\$50,000 grant for publication of a children's book I co-wrote, designed, and art directed.