

# Jose Peña

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## Summary

Creative and strategic Design Manager with experience leading teams, managing projects, and delivering user-focused design solutions that align with business goals. Skilled at fostering collaboration and driving innovation to achieve impactful results.

## Work Experience

### Design Manager

November 2024 - Present

#### Solution Tree, Bloomington, IN

- Lead and mentor a multidisciplinary creative team including web designers, developers, graphic designers, email designers, social media producers and video/photo creators.
- Provide clear creative direction and performance expectations while fostering a collaborative, innovative culture focused on design excellence and business impact.
- Develop integrated marketing campaigns and enforced brand style guidelines across web, email, design, social channels, production and marketing teams.
- Oversee full creative process for ecommerce websites, ensuring responsive, mobile-first UI/UX design that drives engagement and conversions.
- Collaborate with photo and video teams to produce visually compelling content that enhances storytelling and product presentation.
- Manage multiple cross-functional projects with marketing, sales, events, and engineering teams, aligning priorities and timelines.
- Implement scalable design systems and processes to streamline creative output.
- Conduct quality assurance by reviewing creative outputs for visual quality, brand alignment, and technical accuracy.
- Utilized analytics, A/B testing, and user feedback to enhance web and email design performance.
- Stay current with AI technology, digital design, ecommerce, and multimedia trends, tools, and best practices.
- Direct and mentor design team in creating large-format event signage, ensuring high-quality visual impact.

### Creative Manager

March 2021 - February 2024

#### Motorola Solutions, Chicago, IL

- Led and mentored a global brand and design team, partnering with web, video, and digital teams to deliver marketing and internal campaigns while fostering creative growth and collaboration.
- Contributed to the development and execution of a company-wide rebrand, shaping brand voice, messaging, brand guidelines and visual identity across print, web, social media, and event platforms.
- Led brand integration for company acquisitions, aligning messaging, design, and digital assets under the Motorola Solutions brand.
- Delivered top-tier branding across all mediums from concept through production.
- Partnered with stakeholders to understand design needs for product launches.
- Established product brand guidelines and assets for global design team.
- Delegated projects through the Lytho project management system while directing creative approvals with stakeholders and coordinating project finalization.
- Led creative brainstorming sessions with design team to generate concepts.
- Executed global facility branding across Motorola Solutions offices.

## Education

Bachelors  
Computer Graphic Technology

Purdue University Northwest  
2005 -2014

## Skills

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Dreamweaver

Adobe Premiere

Adobe After Effects

Adobe Portal

Adobe Workfront

Asana

Lytho

HTML/CSS

Magento

Pardot

3D Max

Google Suite

Microsoft Suite

Zoom

Slack



**Senior Graphic Designer**  
**Great Wolf Resorts, Chicago, IL**

*August 2018 - February 2021*

- Designed and produced print, web, display, and digital assets for 19 properties.
- Develop integrated marketing campaigns and enforced brand style guidelines across web, email, design, social channels, production and marketing teams.
- Participated in creative planning and strategy sessions with marketing leadership.
- Collaborated with administration and department heads to align design requirements with business objectives.
- Mentored junior designers in best practices and design techniques.
- Developed style guides to ensure brand consistency across all media.
- Developed layouts, logos, branding materials, and illustrations to meet client requirements.
- Designed and created high-quality visuals for print, web, and social media campaigns.
- Presented design concepts to stakeholders, articulating design choices and revisions as needed.
- Maintained a digital asset library, organizing graphics, photos, and artwork for easy access.

**Production Artist**  
**YMCA of the USA, Chicago, IL**

*January 2017 - August 2018*

- Developed graphics for monthly publications, print collateral, web, and social media assets.
- Partnered with Marketing Communications team on multi-component projects from concept through release.
- Ensured projects were completed within deadlines and budget constraints.
- Led development of integrated marketing campaigns, ensuring consistent brand execution across web, email, social media, design, and production channels.
- Designed layouts, logos, branding assets, and illustrations aligned with client objectives and brand standards.
- Produced custom illustrations and graphic elements to enhance digital and print campaigns.
- Managed end-to-end print production, including selection of paper, inks, and finishes to achieve high-quality deliverables.

**Graphic Designer**  
**Motif Events, Elk Grove Village, IL**

*May 2015 - January 2017*

- Conceptualized, designed, and produced 2D/3D graphics for the trade show industry, serving a wide range of sectors including medical, technology, automotive, food & beverage, and name-brand consumer companies—delivering customized visual solutions tailored to each industry's unique audience and objectives.
- Collaborated with Creative Director and sales team on design specifications and floor plans.
- Delivered creative solutions aligned with client expectations, budget, and innovation goals.
- Maintained workflows to support multiple concurrent print projects.
- Created corporate brand materials including slide decks, business cards, and reports for internal presentations.
- Managed end-to-end print production, including vendor quote procurement, selection of substrates, inks, and finishes, as well as coordination of installation dates to ensure timely, high-quality deliverables.

