

Eduardo Kranjcec



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Dynamic Leader with 11 Years of Expertise in Visual Identity, Brand Management, and Web Design.

Bilingual (English/Spanish) design director offering expertise in brand development, project management, and process optimization. Proven track-record of planning, coordinating, and executing successful strategic marketing and design campaigns leading to growing brand engagement and increased revenues. Deep technical expertise combined with an understanding of the importance of client engagement and satisfaction. Collaborative team leader continually focused on building relationships to produce highly effective teams, increasing productivity, and improving outcomes. Individual dedicated to self-reflection and personal improvement who consistently exceeds performance metrics.

Visual Identity & Brand Design	Photoshop
Client Relations	Illustrator
Web Design	InDesign
Art Direction	Adobe XD
Logo & Package Design	Figma
Campaign Management	Sketch
Print Design	Lightroom
Project Management	WordPress
Cross-functional Leadership	Squarespace
Stakeholder Management	Asana
Operational Processes	HTML
Social Media Management	CSS

Florida Atlantic University
Bachelor of Fine Arts – Graphic Design

Premier Mortgage Associates 2020 - Present

Marketing & Design Director

- + Directed all marketing efforts within the organization, founding a marketing department with 5 staff members and designing and implementing a complete rebranding of the \$32.6MM organization within 12 months.
- + Managed the social media and digital strategy for the organization, designing a new website with over 500 unique visitors per month and increasing the social media engagement rate per impression by 34% (from 5.3% to 7.1%).
- + Spearheaded efficiency improvements within the department, implementing project management techniques and new operational processes to increase operational efficiency by 75%.
- + Provided marketing and design support to more than 130 loan officers, optimizing the customer relationship management system used by the organization, leading to a 160% increase in staff use (from 25% to 65%).

Roger West Creative & Code 2019 - 2020

Senior Art Director

- + Oversaw a portfolio of 13 clients across diverse professions, developing website concepts, landing pages, homepages, digital banners, ads, and social media and blog posts, achieving 94% client satisfaction.
- + Coordinated with a full-stack development team and copywriters, creating ADA compliant websites and developing blog content to increase website traffic for clients by up to 11% (from 100 visitors per month on average to 150).
- + Led the overhaul of the organization's website and social media strategy, actively posting and responding to comments, resulting in a 34% increase in social media and web traffic (from 150 visitors per month to 200).

Studio Max Design 2018 - 2019

Senior Art Director

- + Oversaw brand management and design efforts for the organization and a portfolio of 10 clients, developing a new website to increase web traffic by 85% (from 100 visitors a month to 185) and creating additional service offerings.
- + Spearheaded client acquisition efforts, creating a new presentation template and introducing new services, including website design and development, leading to a 60% increase in new client acquisition (from 20 clients to 32).
- + Managed new content creation, developing brand pitches, logos, packaging, trade show art, and social media posts, leading to a 250% increase in social media following and engagement (from 100 to 250).

The Gab Group 2015 - 2019

Art Director

Deluxe Rewards 2012 - 2015

Graphic Designer