

Darin Greenwalt

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PROFESSIONAL SUMMARY

Graphic Designer/Art and Creative Director with 15+ years of agency and in-house experience. Expert in developing branded marketing collateral, identity systems, and multi-platform advertising campaigns. Proven ability to lead creative from concept through execution, aligning with brand strategy while exceeding business goals. Skilled in team leadership, cross-functional collaboration, and overseeing complex projects with precision and creativity.

EXPERIENCE

Creative Director

Darin Greenwalt Design — Chicago, IL | July 2024 – Present

- Lead design and production efforts for multi-page brochures, sell sheets, and digital companion content, ensuring consistent brand voice and strong visual impact across print and social platforms for clients including Lawson Products, Transcend Strategy Group, and GivMoo.com.
- Designed and produced engaging social media campaigns and digital ads that supported targeted marketing campaigns; collaborated with strategists, copywriters, and sales teams to deliver cohesive, high-performing materials.
- Developed event branding and visual identities, including social media promotional assets, event logos, posters, and large-scale signage that elevated visibility and drove target audience engagement.

Creative Director

AccentCare — Chicago, IL | July 2021 – July 2024

- Lead and managed implementation of full-scale corporate rebrand across all consumer- and clinician-facing touchpoints including all printed marketing collateral — multi-page line of business brochures, tri-folds, sell sheets, and services fact sheets. Directed and lead complete digital asset rebrand of all social media and recruiting assets. Led messaging and copywriting across all print and digital to ensure cohesive tone, messaging, and brand voice.
- Managed and mentored a team of six designers, including day-to-day oversight of all internal marketing requests through a custom project intake and management system built on the ClickUp software platform. This tool streamlined marketing requests and ensured all materials produced were up-to-date, highly targeted, and achieved overall corporate branding and messaging standards and goals.
- Built and managed digital collateral library on Visme platform, greatly reducing print costs and providing caregivers, clinicians, and sales teams instant access to up-to-date marketing and clinical sales and services materials. This digital library allowed sharing of critical information wherever teams, patients, and families needed them — on their phones, tablets, or laptops 24/7.
- Partnered with line of business leaders and discipline leads to craft and customize marketing and clinical materials for varied regions, service offerings, as well as site-specific/local service offerings and events.

Creative Director

Darin Greenwalt Design — Chicago, IL | May 2018 – July 2021

- Art and creative direction, design, and production of highly targeted direct mail campaigns, working closely with strategists, copywriters, and print vendors to produce high-performing, print-ready materials for clients including The Strategy Group and PAX.
- Led unique theme look and feel development, art direction, and production of fundraising events including event logo lockup, printed posters, digital/social promotional assets, and large-scale event signage.
- Design, copywriting, and production of social media posts and paid ads for a wide range of clients in fintech, insurance, and fitness for diverse clients including Salesforce, Wordtune, and Command-E

Senior Art Director

PEAK6 Investments — Chicago, IL | June 2011 – May 2018

- Led design, execution, and development of brand and marketing initiatives for multiple PEAK6 companies across B2B and B2C technology, finance, and fintech.

- Worked cross-functionally with marketing, development, and content teams to produce engaging, responsive website content and custom landing pages, printed advertising and marketing collateral, and highly targeted digital advertising.
- Art direction for video and photo shoots, event and conference materials, and recruiting events and advertising.

Associate Creative Director

Launch Creative Marketing — Chicago, IL | Oct 2010 – Mar 2011

- Art directed, designed, and produced POP displays, shelf talkers, and retail promotions for major ConAgra brands including Orville Redenbacher and Slim Jim.
- Managed daily flow of creative, working with senior account and support staff to produce targeted, branded solutions in one of the busiest mediums — the grocery store.

Senior Art Director

Arc Worldwide / Leo Burnett — Chicago, IL | Oct 2006 – Oct 2010

- Led creative development, art direction, and design for large-scale websites and branding campaigns for clients including Capital One, Purina, Cat Chow, Beneful, and Friskies.
- Led design and production of print and digital advertising including interactive, branded experiences and in-ad games.
- Managed internal and freelance creatives across multiple disciplines, collaborating with development teams, copywriters, and account executives.
- Photo and video shoot art direction and management, working closely with clients, talent, photographers, and videographers.

SKILLS

Design & Creative Tools: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Firefly, Acrobat), Microsoft Office, Visme, Hubspot, Wordpress

Project Management: ClickUp, Monday

Core Competencies:

- Art and Creative Direction, Graphic Design
- Brand Development & Stewardship
- Campaign Conception & Execution
- Managing print production processes and liaising with print vendors
- Cross-Functional Team Leadership
- Photo/Video Art Direction
- Strategic Thinking & Adaptability
- Attention to Detail & Time Management

EDUCATION

B.A. in Advertising

San Jose State University

Minor: Art