

# Dominique Barnes

Thoughtful visual storyteller with 10 years of experience using creativity to tell compelling, purpose-driven stories that resonate with their intended audiences.

## Contact

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ToteBagCreativeStudio.com

## Skills

Creative Strategy  
Branding & Identity Design  
Communication  
Organization  
Leadership  
Global Brand Experience  
Reliable Team Player  
Adaptable  
Empathetic  
Adobe Creative Suite

## Education

Bachelor of Fine Arts, Graphic Design  
Missouri State University, May 2013

### CROCS Broomfield, CO

#### Sr. Art Director of Brand March 2023–Present

- Lead and collaborate in the creation of global marketing campaigns by leading concept ideation, directing photoshoots, crafting design executions, building creative guidelines and tools for consistent execution, and pitching creative ideas to leadership up to CMO level.
- Pushed for the reassessment of the core Crocs brand to be more representative of who the brand is today.

#### Art Director of Brand June 2022–March 2023

- Researched, built, and launched a global digital platform for all Crocs creative marketing guidelines making it easier to distribute this confidential and robust information in a secure, easy to understand way.
- Partnered with UX and Web Developer teams to help guide their work re-designing the Crocs website in a way that would increase brand unity across digital touch points.
- Led and collaborated in the creation of 15+ global creative marketing campaigns.
- Mentored small teams of designers on how to create strong marketing campaigns.

#### Sr. Graphic Designer of Brand January 2020–May 2022

- Pitched and executed the first global marketing campaign for the Crocs brand with a visual tone that actually represented the new, trendy perception of the brand.
- Ideated and created the campaign announcing Crocs' sustainability efforts in a way that was unique to the brand and differentiated them from typical "green" marketing.
- As the only Black person in both the marketing and product departments capable of designing, designed custom Jibbitz™ Charms that allowed Crocs fans to show their support for Black lives along with a donation to the NAACP.
- Joined and branded an internal coalition of employees called CAYA (Come As You Are) council with the aim of making Crocs a more democratic and equitable workplace for all.
- Partnered with the social media team to launch a product-relevant, educational campaign encouraging young Crocs fans to register and vote in 2020.

#### Sr. Digital Designer November 2018–December 2019

- Led the team responsible for designing all Crocs digital assets used in wholesale accounts, social media, and all digital media campaigns across the globe.
- Regularly pitched partnerships and campaign ideas outside of my job responsibilities that were in line with Crocs' values.
- Managed and coached a small team of designers by helping them learn how to do more with their ideas, find professional ways to work through workplace interpersonal issues, and providing educational resources on career topics that interested them.
- Questioned and listened to cross-functional teams to help find and solve their business problems with creative solutions.

#### Graphic Designer October 2016–October 2018

- Created on-brand, inventive solutions to Crocs projects through a variety of assets, from print to digital.

### TOTE BAG CREATIVE STUDIO Westminster, CO

#### Owner & Creative Director March 2020–Present

- Translate the ideas of entrepreneurs into tangible brand stories that others can see and believe in through branding and identity design, packaging, and marketing assets.

### THE MARLIN COMPANY Springfield, MO

#### Junior Art Director July 2016–October 2016

- Concepted and created the first project with newly attained client, Tyson Foodservice, creating educational materials helping chefs understand how to use their newest product.

#### Graphic Designer January 2014–June 2016

- Designed functional, on-brand creative for multiple clients including Starbucks, Frank's RedHot, and Bush's Best, including an educational website for chefs interested in Frank's RedHot products.

#### Graphic Design Intern May 2013–December 2013

- Supported all designers in the agency by taking on entry-level projects.