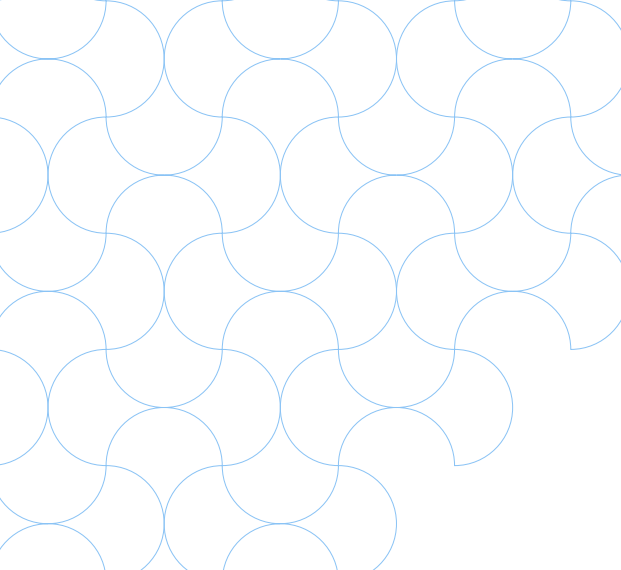




Marlin David Bowman

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Innovative Content Creator and Creative Designer specializing in brand strategy and identity development. Drives alignment of creative direction with business objectives through stakeholder presentations and quality review across print and digital mediums. Integrates visual merchandising and UX wireframes to ensure consistent messaging across all channels.

EDUCATION AND TRAINING

APR 2012

Bachelor of Fine Arts
Graphic Design | The Art Institute
of Houston | Houston

Coursework / certificates listed on previous resumes: Foundations of UX Design; UX Research and Testing; UX Wireframes & Low-Fidelity Prototypes; UX Design Process; SketchUp fundamentals.

SKILLS

- Creative Direction & Art Direction • Brand Identity & Campaign Strategy • External Team Direction • Stakeholder Presentations • Vendor & Production Oversight • UX Research Prototyping • Cross-Functional Collaboration • Motion 3D / Experiential Design, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD) • Figma PowerPoint / Microsoft 365
- SketchUp / 3D visualization • UX wireframes, research, usability testing • Print production & large-format environmental graphics, Brand development, Social media marketing, Final Cut, Campaign development, Deadline-oriented, Creative team leadership, Vendor negotiation, Executive presentations • Video editing • Social media marketing

EXPERIENCE

INNOVATION CONTENT CREATOR / CREATIVE DESIGNER

HP | Spring, TX

MAR 2025 -
CURRENT

- Created visual narratives and storyboards to clarify emerging ideas in computing, gaming, extended reality, and sustainability, facilitating informed discussions.
- Partner with product managers, researchers, and designers to align innovation concepts with product experiences and audience needs.

- Produced communication assets with Adobe Creative Cloud, Figma, and PowerPoint, supporting executive storytelling and design reviews to align vision and strategy.
- Developed 3-5 executive presentations monthly, translating innovation concepts into decision-ready materials for stakeholders, enhancing clarity and engagement.

GRAPHIC DESIGNER / ARAMCO PRESENTATION SUPPORT (CONTRACT)

KBR | Houston, TX

MAR 2024 - JAN
2025

- Designed 15+ branded template assets for Aramco's LTC program, supporting senior presentations and internal communications.
- Developed polished presentation layouts and visual narratives for senior stakeholders across the LTC program.
- Reduced presentation revision cycles by 30% and maintained 100% on-time delivery for executive communication projects.
- Translated internal communication goals into branded materials that reinforced program messaging.
- Collaborated with cross-functional stakeholders to refine design direction and incorporate feedback.
- Developed ux/ui dashboard to consolidate project KPIs for streamlined measurement.

FREELANCE GRAPHIC DESIGNER (REMOTE)

Media Solve Group | Chicago,
IL

JAN 2020 - JAN
2024

- Delivered 20 branded assets weekly for client projects, spanning print, digital, presentation, and merchandising formats.

- Collaborated with creative teams and project managers to develop cohesive branded materials across print, digital, presentation, and visual merchandising.
- Developed campaign artwork that translated brand direction into cohesive client-ready visuals across retail-oriented work.
- Created visual-merchandising materials that enhanced retail presentations and reinforced in-store brand execution.
- Prepared 5 client presentations monthly that facilitated project reviews and aligned distributed teams on creative direction.

CREATIVE DIRECTOR / INDEPENDENT CREATIVE LEAD

MDB Bracket | Houston, TX JUN 2017 - JUL 2024

- Led branding initiatives for Shane Mosley and De'Aaron Fox, developing The Fox Whole Family nonprofit website and associated campaign to enhance brand engagement.
- Directed brand and digital projects for corporate clients and athletes, supervising 5 freelance designers and coordinating with 3 print-production partners and 5 creative contributors to ensure alignment with client vision.
- Managed creative project budgets of \$10,000-\$50,000, delegated assignments, negotiated vendor pricing, and reviewed quality and production requirements.
- Directed the redesign of Houston Electronics Recycling's website, using UX wireframes and site mapping to improve navigation and brand experience.
- Coordinated outsourced creative projects with vendors and contributors, managing timelines and deliverables to meet project goals.
- Negotiate sales agreements, identify and acquire new clients, prepare invoices, and manage billing and payment processes.

VISUAL MERCHANDISING DESIGNER

Drunk Elephant | Houston, TX

DEC 2022 - JUL
2023

- Executed 8 retail visual updates monthly, aligning branded displays with active creative briefs and meeting deadlines.
- Developed branded creative for retail visual communications, translating briefs into polished display concepts and supporting assets.
- Produced print and digital materials in Adobe Creative Cloud, maintaining consistent execution across retail-facing deliverables.
- Collaborated with creative teams and stakeholders to refine briefs and align timelines, facilitating smooth project execution.
- Produced 5 print and digital production files weekly for retail communications, ensuring timely delivery across fast-moving campaign timelines.

PUBLIC AFFAIRS LEAD DESIGNER

Aramco Americas | Houston,
TX

FEB 2015 - JUL 2020

- Directed creative development for internal and external brand communications, executive presentations, advertising, signage, and environmental graphics across corporate and public initiatives.
- Directed \$500,000 sponsor booth redesign, logistics, fabrication, and build-out for the Houston Aramco Half Marathon, coordinating vendors and brand execution.
- Oversaw design of interactive exhibits for Offshore Technology Conference, integrating photography, video, and touchscreens to enrich user experience.
- Led creative support for 30 annual volunteer events and developed interactive biodiversity education booklets, enhancing visitor engagement at the Houston Museum of Natural Science.
- Coordinated with Saudi Arabia teams and vendors for Boeing 737 livery and aircraft branding, ensuring

compliance with FAA standards and cohesive brand presentation.

PERSONAL INFORMATION

Title: CREATIVE DIRECTOR | BRAND STRATEGY | ART DIRECTION | DIGITAL EXPERIENCE

AWARDS & RECOGNITION

Lantern Award (2015), Best Illustration Award (2015), Houston BMA Innovation recognition (2015)

SELECTED CREATIVE WORK

- ARAMCO HALF MARATHON
- Event identity, sponsor exhibit, experiential design, ARAMCO AVIATION
- Aircraft livery, cabin branding, print production, HP INNOVATION
- Product storytelling, UX research, concept presentations, MDB BRACKET
- Athlete branding, nonprofit web experience, outsourced creative direction

WEBSITES, PORTFOLIOS, PROFILES

- www.linkedin.com/in/marlinbowman
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