TOM PAPALEO

DESIGNER | STRATEGIST

Contact Me
» 708-557-3964
» tom.papaleo@gmail.com

Portfolio
» tompapaleo.com

Skills & Expertise
Branding
UI/UX & Web Design
Print Design
Web Development
Video/Animation
Marketing
Project Management

Tools
InDesign
Illustrator
Photoshop
Premiere
AfterEffects
FireFly (Adobe AI)
Figma

Education
Illinois State University
2013 - 2016
» Graphic Design
» Photography

Certificates
Adobe
» Generative AI Content Creation 2025

Awards
Marcom Gold Award – 2022
» Allucent Logo Creation
Marcom Gold Award – 2022
» Allucent Brand Identity

About Me
Hi! I am a versatile designer and creative strategist with 10+ years of experience shaping brand identities and developing digital campaigns. Proven record of leading teams and delivering data-driven, high-impact design that drives measurable results.

Art Director & Senior Graphic Designer
Sonova – June 2024 - February 2025
» Directed the rollout of refreshed brand guidelines that unified visual identity across print, digital, and social platforms, improving consistency and reducing revision cycles
» Led and mentored a team of designers, copywriters, and strategists, balancing efficiency, quality, and innovation while ensuring projects were delivered on time and within scope
» Collaborated with Data Analytics and Account Executive strategists to test and use user data to influence best practices and design decisions
» Increased conversion rate key performance indicator (KPI) by creating video and static ads for social and paid search channels, driving higher return on investment (ROI)
» Increased return on advertising spend (ROAS) KPI by proposing and implementing different creative solutions such as amplifying user journey experience and brand consistency
» Mentored team members to improve personal and professional growth while maintaining the company's values, mission, and identity
» Implemented an efficient design process that fostered collaboration with strategists, focusing on supportability and consistently exceeding stakeholder expectations
» Established and maintained an internal brand asset library providing quick access for internal and external team members enhancing workflow and communication

Brand Manager & Digital Designer
Whirlpool Corporation – June 2023 - June 2024
» Advised stakeholders on creative strategies that improved B2C and D2C promotional performance for brands including Whirlpool, Maytag, KitchenAid, and Amana, increasing campaign engagement and ROI
» Expanded brand asset libraries with innovative, WCAG-compliant designs that enhanced user journeys and improved accessibility for broader audiences
» Designed user-focused website components and pages that streamlined navigation, improved UX/UI, and contributed to higher conversion rates on direct-to-consumer platforms
» Collaborated with merchandisers, analytics teams, and external agencies to deliver fully integrated promotional campaigns on schedule and within scope
» Led stakeholder-facing meetings to align creative direction with business goals, resulting in more effective campaign narratives and faster approval cycles
» Streamlined team workflows by implementing agile sprint planning, retrospectives, and Jira task management, improving delivery speed and accountability across design projects

Senior Graphic Designer
CG Life – August 2021 - February 2023
» Built and managed detailed design systems including typography, color, imagery, iconography, and patterns to establish scalable brand identities and refresh client branding across industries
» Designed and executed integrated marketing campaigns across print and digital channels including brochures, packaging, trade show collateral, pitch decks, websites, social media, paid search, and motion graphics
» Developed website strategies and designs grounded in UI/UX principles to improve usability, user journeys, and overall customer engagement
» Produced wireframes, mockups, prototypes, and interactive assets to clearly communicate user flows and design concepts to stakeholders and development teams
» Directed and presented creative concepts in client and internal design meetings, aligning art direction and design rationale with senior leadership goals
» Delivered end-to-end creative solutions by leading research, concepting, design, and production of digital media content, ensuring adherence to design best practices, marketing objectives, and emerging industry trends

To view older job experiences, please visit my LinkedIn page here.