

# DULCE HERBST-AYLESWORTH

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## CREATIVE DIRECTOR

Creative, detail-oriented, and adaptable creative director with 7+ years of diverse experience from brand strategy to design leadership and project management. Skilled in brand development, product packaging, digital campaigns, SEO strategies, and website design, with expertise in leading cross-functional teams to deliver cohesive and impactful designs. Proficient in core creative tools including Adobe Creative Suite, web development platforms, and marketing tools, with a strong focus on user experience, video production, and animation. Additionally experienced in learning all manner of new and proprietary software.

Applies agile methodologies to optimize workflows, improve team efficiency, and ensure timely project delivery. Highly capable of driving innovative design solutions while maintaining a strong data-driven approach to enhance customer engagement and conversion rates.

## CORE COMPETENCIES

- Creative Vision & Direction
- Client & Stakeholders Engagement
- Strategic Thinking & Planning
- Brand Awareness & Development
- Team Collaboration & Leadership
- Time Management & Organizational Skills
- High-level Design & Branding
- Content Creation & Ideation
- Website Design & Development
- Video Production & Editing
- Project Management
- Print & Digital Marketing

**Languages:** English | Spanish

## PROFESSIONAL EXPERIENCE

**Lead Graphic Designer** | [Blowers & Grafton / Grafton Street Concepts](#) | Calgary, AB

**August 2023 – Present**

Serves as the sole creative director at Grafton Street Concepts, owning brand strategy for five hospitality subsidiaries, including The Bell in Scona Brewery. Oversees brand conception, product packaging, digital campaigns, SEO, website design and development, and successful email marketing, driving deep discovery for brand success.

- ✓ Built The Bell in Scona Brewery brand from scratch, leading to successful launches at festivals and a significant sales boost. Defined target markets and brand identity with a relatable approach, earning praise within the company for the successful rebrand.
- ✓ Launched five brand websites from scratch, ensuring close alignment with existing brand identities, and directing full-scope production which achieved strong SEO results and generated new leads.
- ✓ Currently developing a video game for Blowers & Grafton, having learned a game engine (Unity) specifically for this project. Embraces new challenges and continuously expands skill sets, with the game set to launch soon.
- ✓ Handled video production and editing for The Bell in Scona Brewery, including clip editing, and post-production across various formats, as well as creating video animations to enhance content.
- ✓ Oversaw vendor management, cutting print costs by 10% through strong negotiation skills. Brokered a new relationship with a vendor that outperformed UPS, resulting in cost savings and improved print quality. Leveraged existing connections to drive these successful changes.

**Project Manager & Lead Graphic Designer** | [Stylelabs Inc.](#) | Calgary, AB

**March 2021 – March 2023**

Started as a lead graphic designer, overseeing web design, social, print, and various other areas before being promoted to Project Manager, overhauling project management by introducing a Scrum system while continuing creative leadership. Worked closely with designers, marketing, developers, and client managers on web design, conference booths, video, and large-scale printed media.

- ✓ Managed a portfolio of 100+ accounts, designing 80 websites utilizing CMS software with consistently high client satisfaction while personally designing 60 websites and providing reviews or heavy support for others.
- ✓ Introduced the Scrum project management system, reducing assembly-to-launch time by 20% and boosting website production team efficiency. Took on the Project Manager role, addressing bottlenecks in review and QA stages, and implemented process improvements that cut website launch time from 5-7 weeks to 3 weeks.
- ✓ Handled account for Matrix Labour Leasing, a high-demand recruitment company for the construction industry. Managed video production, website design, tents, booth materials, and banners for recruitment fairs across Alberta. Adapted effectively to the client's needs, ensuring their complete satisfaction with leadership.
- ✓ Oversaw Blink Eyewear, a B2C client-facing business, with a strong focus on client experience and perception. Developed strategies to attract customers into the door, positioning brand as a luxury-adjacent offering that resonated with its target audience.
- ✓ Built long-lasting relationships with numerous clients through consistent, forward-facing interactions that continue to thrive, highlighting exceptional ability to foster trust and maintain client loyalty.

PROFESSIONAL EXPERIENCE (CONTINUED)

- ✓
- Led key campaigns, including multi-channel email initiatives, and created high-quality visual designs for both digital and print projects. Contributed to other marketing campaigns for consistent quality and impact across all channels.

Creative Designer & Account Manager | [Fresh Focus Media](#) | Calgary, AB

Sept. 2018 – Feb. 2021

Hired full-time after a successful internship, working on client accounts and internal projects for Fresh Focus, creating templates, documentation, and communications. Contributed to social media for a few clients while handling 2D/3D videos, website design, logos, print media, UX/UI for apps, and web SEO. Gained valuable experience in Scrum, learning strong project management within a software/ticketing workflow style, making this role foundational to career growth.

AREAS OF PROVEN PERFORMANCE

- **Brand/Design Leadership Conception:** Maintains brand identity for new initiatives or builds brands from the ground up while balancing data-driven decisions with bold, innovative strategies beyond trend-following. Captures and articulates a brand's emotional impact to create lasting connections.
- **Multichannel Marketing & Product Design:** Executes diverse marketing materials across web, app, digital, and print, including ad campaigns and in-person event assets like booth designs, tents, posters, and brochures. Designs for video games, UX/UI, and logos. Brings extensive experience in product design, ensuring both functionality and visual impact.
- **Team Leadership:** Leads and mentors graphic designers, developers, and marketing teams, fostering collaboration across cross-functional brand and marketing groups. Provides guidance that enhances creativity, efficiency, and strategic alignment.
- **Project Management:** Applies self-taught Scrum leadership to enhance processes and improve workflow efficiency. Optimizes content workflows with AI while maintaining creativity and originality. Leverages agile methodologies to drive seamless collaboration and continuous improvement.
- **Account Management:** Leads discovery meetings to define brand identity, goals, and market positioning. Adapts to pivots while managing hundreds of accounts, balancing strategy, creativity, and execution with extensive agency experience.
- **Video Leadership Production:** Leads video production with expertise in editing, animation, and high-level visual effects. Enhances content with dynamic visuals to capture attention across various platforms.
- **SEO Strategy & Email Marketing Campaigns:** Develops SEO strategies and email campaigns to maximize search visibility and drive high click-through rates, ensuring all content is optimized for engagement and performance.

EDUCATION

Bachelor of Graphic Design | [Universidad Interamericana Para El Desarrollo](#)

PROFESSIONAL DEVELOPMENT

Unity Development | [Udemy](#) (Exp. 2025)

Scrum Master Certification | [Lean Institute](#) (2023)

Google Analytics | [Google](#) (March 2023)

Advanced Photoshop | [Udemy](#) (2020)

Advanced Illustrator | [Udemy](#) (2020)

WordPress Website Builder | [WordPress](#) (2020)

Illustration in Procreate | [Udemy](#) (2020)

TECHNICAL ACUMEN

Graphic Design	Adobe Creative Suite (Illustrator, Photoshop, Indesign, After Effects, Premiere Pro), Procreate, Canva
Web Development Software, CMS & Marketing Tools	WordPress   SamurAI   Figma   Metricool   Kontentino   HubSpot, Monday   Cognito Forms   Elementor