

GARRETT GRAY

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Creative Lead | Brand & Campaign Strategy | Marketing Creative Direction

Senior creative with 20+ years leading brand and campaign work across healthcare, pharma, and enterprise marketing. Track record of translating complex, technical subject matter into clear, confident visual communication — partnering with marketing leadership, demand generation, and cross-functional teams to bring campaigns from concept through execution.

CORE COMPETENCIES

Creative Direction | Campaign Development | Brand Systems | Visual Storytelling | Cross-Functional Collaboration | Executive Presentations | Motion & Digital | Marketing Creative | Agency & In-House Leadership | Generative AI Workflows

PROFESSIONAL EXPERIENCE

Senior Design Specialist, Marcom — Phoenix Children's Hospital Foundation

12/2022 – Present

Senior creative partner to foundation and hospital leadership, developing campaign systems and high-visibility materials for enterprise fundraising initiatives.

- Lead creative development for donor-facing campaigns, translating complex healthcare initiatives into emotionally resonant visual narratives
- Partner directly with senior leadership to shape campaign messaging architecture and presentation strategy
- Rebranded flagship fundraising 5K — creative theme and campaign system delivered the event's highest registration numbers to date
- Interpreted a third-party creative direction into a complete mid-century gala identity — spanning print collateral, environmental design, and an original large-format watercolor aerial map conceived and executed in-house; event raised \$2M in donations
- Leverage generative AI tools to accelerate concept development and creative ideation at scale

Art Director & Creative Lead — Gray Creative (Independent Studio)

06/2008 – Present

Boutique creative studio practice running alongside full-time roles — focused on brand identity, campaign concepting, and creative direction for select clients.

- Lead full creative process from concept development through execution across brand identity, campaign, and digital work
- Develop creative strategy and visual direction for clients across healthcare, retail, and enterprise sectors
- Manage client relationships, creative briefs, and cross-functional collaboration with internal and external teams

Studio Senior Designer — Fingerprint Marketing

06/2020 – 11/2022

Healthcare-focused agency serving global pharmaceutical and life sciences brands.

- Contributed creative direction and campaign execution across digital, social, and motion platforms for global pharma clients
- Delivered high-visibility new business presentations supporting agency growth and client acquisition
- Led creative initiatives that increased campaign engagement by 15%
- Collaborated with strategy, copy, and account teams to ensure message clarity and visual consistency across campaigns

Art Director — SPEAR Education

02/2016 – 04/2020

Continuing education and growth platform for dental professionals.

- Led full brand revitalization — translating technical, clinical subject matter into accessible, engaging visual communication across print, digital, and social
- Increased brand engagement 42% while sustaining member retention at 85%
- Provided creative leadership and mentorship, setting design standards across the organization

Senior Graphic Designer — PetSmart Inc.

03/2012 – 06/2015

Enterprise pet retail brand with national marketing operations across 1,600+ locations.

- Led cross-departmental creative teams, increasing brand awareness and engagement by 15%
- Built and scaled in-house production capabilities, delivering 85% in budgetary savings
- Recognized by VP of Creative for excellence in art direction and visual leadership

EDUCATION & CERTIFICATION

Bachelor of Arts, Animation and Media Arts — The Art Institute, Phoenix, AZ

Adobe Certified Professional — Photoshop, InDesign, Illustrator, Visual Design, Marketing Design, Content Creation