

**Roshawn Allen**

**Art Director / Multi-Media Designer**

 [info@turestrl.com](mailto:info@turestrl.com) |  (224) 307-9227

 [RoshawnAllen.com](http://RoshawnAllen.com) | IG: @TURESTRL

## Professional Summary

Creative and results-oriented Art Director and Multi-Media Designer with over 12 years of experience in crafting impactful branding strategies and visual identities for diverse industries. Proven expertise in designing for digital and print platforms, leading cross-functional teams, and delivering innovative solutions that drive engagement and revenue. Passionate about influencing culture through thoughtful design and creating experiences that leave a lasting impression.

## Core Competencies

- **Creative Leadership:** Art Direction, Branding Strategy, Team Development
- **Design Expertise:** Logo Design, Typography, Marketing Collateral, Product Design
- **Software Proficiency:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, Dreamweaver), WordPress
- **Project Management:** Budgeting, Scheduling, Client Relations, Vendor Coordination
- **Digital Innovation:** E-commerce Development, Social Media Marketing, Responsive Web Design

## Professional Experience

### Creative Director

**Baron Davis Enterprises (BDE)** — Santa Monica, CA

*May 2017 – Present*

- Designed comprehensive branding materials for social media, websites, and merchandise, increasing brand visibility by 25%.
- Developed pitch decks that secured high-value investments for various initiatives.
- Streamlined creative workflows to improve efficiency and ensure high-quality output.

### Graphic/Web Designer

**Hearts Pure by Angela Renee White (Blac Chyna)** — Calabasas, CA

*February 2022 – April 2023*

- Revamped website designs, achieving a 20% increase in user engagement and a 15% decrease in bounce rates.
- Led the redesign of an e-commerce platform, boosting sales by 30% within the first month of launch.
- Developed cohesive branding materials that enhanced client recognition and loyalty.

### Creative Director

**Island Def Jam Group** — Los Angeles, CA

*August 2014 – January 2017*

- Spearheaded creative campaigns, resulting in a 15% increase in brand recognition and a 20% boost in sales.
- Established and implemented brand guidelines, ensuring consistent messaging across all platforms.
- Reduced project turnaround times by 20% through process optimization.

### **CEO / Creative Director**

#### **TURESTRL, Inc.**

*June 2010 – Present*

- Founded a successful design firm delivering tailored branding solutions for clients across industries.
- Managed high-profile projects, from concept to execution, meeting and exceeding client expectations.
- Partnered with stakeholders to execute branding initiatives, resulting in measurable business growth.

### **Graphic Designer**

#### **Full Spectrum Printing** — Chicago, IL

*April 2012 – August 2014*

- Managed high-volume printing operations with 99% accuracy, ensuring client satisfaction.
- Reduced customer returns by 30% through the implementation of a new quality control system.
- Collaborated on innovative printing techniques that expanded service offerings.

### **Lead Graphic Designer**

#### **Sucezz by B&V** — Chicago, IL

*September 2010 – February 2012*

- Increased client satisfaction by 20% through creative design strategies and timely project delivery.
- Produced web designs, garments, and packaging for high-profile clients, boosting brand visibility by 30%.
- Oversaw product photography and web management for seamless online operations.

### **Jr. Graphic Designer**

#### **Frontline Distribution** — Chicago, IL

*May 2008 – August 2010*

- Created visually engaging marketing materials, contributing to a 10% increase in sales.
- Digitized and modernized archival publications, expanding their reach and relevance.
- Implemented efficient workflows, reducing project turnaround times by 15%.

## **Education**

**Columbia College Chicago** — *Bachelor of Fine Arts (BFA), 2011*

## **Notable Achievements**

- **RIAA Double Platinum Award:** Design contributions to top-selling music projects.

- **RIAA Gold Award:** Recognized for creative direction in successful album campaigns.
- Conceptualized and executed award-winning album covers for artists such as Jeremih and Lil Durk.

**Portfolio Link:**

Available at [RoshawnAllen.com](http://RoshawnAllen.com)