

# DEREK MASSEI

PROVIDENCE, RI | REMOTE

DEREKMASSEI.COM  
DEREK.MASSEI@GMAIL

## EDUCATION

JOHNSON & WALES U.  
B.S., GRAPHIC DESIGN  
& DIGITAL MEDIA,  
SEPTEMBER 2008 - MAY 2013

FOUNDATIONS OF USER  
EXPERIENCE DESIGN,  
GOOGLE, SEPTEMBER 2025

## TOOLS

PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
LIGHTROOM  
FIREFLY  
FIGMA  
SKETCH  
INVISION  
KEYNOTE  
MIDJOURNEY  
CHATGPT

## EXPERTISE

VISUAL STORYTELLING  
UI/UX DESIGN  
RESPONSIVE DESIGN  
DESIGN SYSTEMS  
ACCESSIBILITY

## SOFT SKILLS

LEADERSHIP  
COLLABORATION  
BRAND STEWARDSHIP  
TIME MANAGEMENT

Strategic and versatile Senior Designer and Creative Lead with over 10 years of B2B/B2C experience delivering creative solutions that elevate brand presence and drive measurable results. Adept at working cross-functionally to deliver accessible, scalable, and research-driven product experiences. Known for merging visual storytelling with deep interaction design, mentoring creatives, and translating complex workflows into intuitive solutions. Passionate about human-centered design.

## EXPERIENCE

JANUARY 2016 - JULY 2025

### SENIOR DESIGNER SALESFORCE | REMOTE

- Led cross-channel creative campaigns supporting major product launches and events, driving a 30%+ increase in engagement and contributing to YoY revenue growth.
- Designed immersive event branding and interactive digital experiences that increased attendance by 25%.
- Managed scalable design systems across web, email, social, and print, improving team efficiency and brand consistency by 40%.
- Mentored junior designers and managed external vendors to ensure creative alignment and timely delivery.

MAY 2013 - JANUARY 2016

### GRAPHIC DESIGNER DEMANDWARE | BOSTON, MA

- Developed cohesive marketing assets across channels, ensuring visual consistency and supporting sales enablement.
- Created digital and print materials for product launches and events, contributing to successful campaign rollouts.
- Produced production-ready assets and collaborated closely with dev and marketing teams to streamline delivery.
- Participated in brainstorming and critiques to refine visual storytelling and align with brand guidelines.