

CAMILLE HOWELL

chowell@ges.com | camillehowelldesign@gmail.com | camillehowell.com | linkedin.com/in/camille-howell

SENIOR DESIGNER | EXPERIENTIAL MARKETING | CONSUMER STRATEGY

Senior graphic designer and creative leader with 15+ years of experience developing brand, campaign, experiential, environmental, and digital creative for enterprise organizations including **GES, Pearson, Aquent Studios, and Adobe**. Brings **12 years of senior design experience with Pearson, 3+ years supporting GES graphics depot, and 3 years as a Senior Art Director with Aquent Studios in partnership with Adobe's 3D Product Marketing**. Proven track record building scalable brand systems and consumer experiences through cross-functional leadership, GTM strategy, UX research, and data-informed creative execution. Experienced aligning brand strategy with business growth, audience engagement, and revenue objectives while translating complex initiatives into high-impact narratives, digital experiences, and measurable adoption outcomes.

CREATIVE LEADERSHIP HIGHLIGHTS

Multi-channel campaign execution

Led end-to-end product launch execution and GTM storytelling for Adobe Illustrator Beta "Gen Expand" feature, shaping launch narrative, motion assets, and cross-channel activation to support feature adoption and product awareness. Featured at Adobe Max London 2025. [Read the case study >](#)

Persona-driven experience development

UX research-based decision making, persona development, and cross-functional collaboration behind the Adobe motion graphics campaign. Proven executive stakeholder management via proactive problem-solving. [Read the case study >](#)

EXPERIENCE

Graphics Specialist GES

5/2023 – Present
Las Vegas, NV

- Create graphic design and visual communication solutions for live events and experiential environments within the GES organization.
- Design end-to-end wayfinding systems, reducing visitor navigation errors by **32%** and improving average destination time by **18%**.
- Support live event visual execution including on-site graphics, signage, branded environmental touchpoints, and large-format applications.
- Produce high-volume print and production files at scale for large-format output with near-zero prepress errors.
- Apply typography, hierarchy, color, accessibility, and brand standards to physical environments serving diverse audiences.
- Implemented an ADA-compliant signage system that increased readability scores by **35%** in user testing.
- Collaborate across creative and production teams to balance creative intent with technical, environmental, and production constraints.

Senior Art Director AQUENT STUDIOS x ADOBE

11/2023 – Present
San Francisco, CA (Remote)

- Lead visual design and art direction for Adobe 3D product marketing initiatives, translating complex product stories into compelling visual systems across campaign, digital, experiential, and presentation environments.
- Develop creative concepts, visual direction, campaign assets, and storytelling systems supporting AI-enabled and 3D product experiences.
- Partner with product marketing, UX, product, and creative teams to consolidate multiple inputs into clear, cohesive creative direction and high-quality deliverables.

- Directed visual and experiential brand strategy for Adobe Substance 3D ecosystem launches, contributing to a **20% increase in engagement** across digital experiences.
- Led integrated GTM creative execution for Adobe Illustrator Beta “Gen Expand,” shaping launch narrative, motion assets, and cross-channel creative featured at Adobe MAX London 2025.
- Developed scalable campaign systems that improved creative efficiency and reduced revision cycles by **15%**.
- Increased audience engagement by **40%** through interactive product experience strategy that transformed static brand experiences into immersive environments.
- Manage multiple concurrent creative initiatives while maintaining brand consistency, production quality, and aggressive project timelines.
- Collaborate with designers, 3D artists, marketers, product teams, and senior stakeholders to move concepts from early ideation through final execution.

Senior Designer

4/2011 – 1/2023

PEARSON EDUCATION

Iowa City, IA

- Led integrated B2B graphic design and campaign development across digital, experiential, email, presentation, and live-event channels for Pearson’s global product portfolio.
- Developed scalable multi-channel content systems that increased audience engagement and extended interaction time by **1.8x**.
- Created visual storytelling systems across web, video, event, presentation, and digital marketing environments.
- Partnered with marketing and business stakeholders to translate business objectives and creative direction into effective visual solutions.
- Managed multiple concurrent projects from concept through final production while maintaining brand standards, quality, and deadlines.
- Mentored and developed an **8-person creative team**, establishing consistent design standards, accessibility practices, and operational processes.
- Delivered creative across complex enterprise environments requiring strong attention to detail, brand consistency, and stakeholder management.

EDUCATION

BACHELOR OF FINE ART (BFA)

University of Iowa, Iowa City, IA

Art, Graphic Design

CERTIFICATIONS

Google AI Professional Certificate, Google Cloud

6/2026

Google Cloud Digital Leader Training Certificate, Google Cloud

5/2026

UX Design Professional Certificate, Google

7/2025

Accessibility Champion Program (ADA Compliance) – Scout Level 2, Pearson

4/2022

SKILLS

Adaptive Leadership	Digital Design Systems	Live Experience Design
ADA & Accessibility Compliance	Event Marketing Strategy	Microsoft Office (Word, Excel, PowerPoint, SharePoint, Teams)
Adobe Creative Cloud (Acrobat Pro, After Effects, Firefly, Illustrator, InDesign, Photoshop, Premiere Pro)	Environmental Design	Motion-driven storytelling
Art Direction	Experiential Marketing	Multi-Channel Creative Systems
Brand Strategy	Figma	Paid Media Strategy
Cross-Functional Leadership	Frame.io	Sponsorship Activation
Creative Concept Development	Full-Funnel Marketing Strategy	UX Research
	GTM Strategy	UX/UI Strategy
	High-Volume Campaign Assets	Visual Identity Systems
	Integrated Marketing	

PROFESSIONAL AFFILIATIONS

Global Gaming Women – Nevada Chapter