

# Curtis Whaley

Digital Content Designer • Information Designer

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## Creative Profile

Creative designer and visual storyteller with extensive experience translating complex ideas into clear, engaging content across digital, print, and video. Skilled in infographics, brand storytelling, digital marketing design, and art direction. Passionate about crafting omni-channel communications that connect with audiences, from product overviews to how-to videos to dynamic retail and social media experiences. Equally comfortable conceiving big ideas or refining the smallest design details.

## Work Experience

### Associate Manager, Creative - Digital

Mattel / American Girl, 04/2023-04/2025

- Partnered with UX and marketing teams to create digital experiences, wireframes, user interfaces, and marketing assets supporting both product storytelling and e-commerce.
- Designed omni-channel communications across emails, landing pages, PDP pages, billboards, in-store POP, retail signage, social media, and promotions for a globally recognized consumer brand.
- Collaborated with copywriters throughout the creative development process to ensure seamless integration of verbal and visual communication, with attention to message hierarchy, emphasis, and story flow.
- Art directed product photography in the absence of lead art director.
- Led design interpretation of brand guidelines in digital executions.
- Collaborated with Brand Creative, Creative Managers, and Digital Marketing Strategists to ensure timely and effective delivery of creative assets.

### Senior Creative Designer - Digital

Mattel / American Girl, 04/2019-04/2023

- Collaborated with UX and marketing to create digital experiences, wire frames, and marketing assets.
- Designed omni-channel communications across emails, landing pages, PDP pages, and promotions.
- Supported creative strategy, and execution during two major site re-platforms.
- Contributed to content strategy, customer journey mapping, and cross-functional creative collaboration.

### Senior Creative Designer - Strategic Brand Creative

Mattel / American Girl, 04/2016-04/2019

- Led design and visual development of internal brand guidelines, ensuring creative consistency across all customer-facing channels.
- Collaborated with product, marketing, and creative teams to translate product positioning into clear visual systems.
- Researched the competitive landscape to ensure output was relevant and impactful
- Presented concepts and strategic rationale to leadership and guided creative teams through brand best practices.
- Created licensing guides and mock-product designs for external partners.



## **Senior Graphic Designer - Catalog**

**Mattel / American Girl, 04/2012-04/2016**

- Developed seasonal concepts and assets across print and digital.
- Participated in consumer research sessions and translated insights into actionable creative strategies.
- Designed catalog layouts and collaborated with the team for consistency.
- Supported art direction for product photography, including developing shot lists and concept sketches, recommending styling, propping, and set design.

## **Creative Director/Founder**

**Tablet Infographics, LLC, 2008-2012**

- Founded and led an independent infographics studio specializing in visual storytelling for corporate and agency clients across healthcare, energy, finance, sports, and other industries.
- Art directed, designed, and produced static and animated infographics, collaborating closely with clients to clarify complex information.
- Oversaw business growth, client relationships, and creative production.

## **Information Artist**

**Funnel Inc, 2004-2008**

- Created visual explanations and custom infographics for Fortune 500 clients.
- Supported client discovery sessions, developed concept sketches, and produced final deliverables.
- Collaborated on award-winning projects, including work recognized at Cannes.

## **Education**

**MFA, Fine Art** — University of Wisconsin-Madison

**BFA, Fine Art** — University of Georgia-Athens

**Graphic Design Coursework** — Madison College, Madison, WI

**Fine Art Coursework** — Cooper Union, NYC

## **Skills**

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, XD, Express)
- Figma, Sketch, AEM, Contentstack
- Microsoft Office Suite, Workfront
- Visual storytelling, digital marketing design, infographics, UX collaboration, art direction, wire frames, motion graphics (basic), storyboard creation, white boarding facilitation

## **Awards & Recognition**

- Cannes Gold Media Lion – Molson Twin Label Campaign (Illustration)
- Multiple Addy Awards – Interactive Media, Print, and Self-Promotion

## **Publications & Media Mentions**

Featured in Today.com, BoingBoing, Lifehacker, and the book How To Land A Jumbo Jet for visual explanations and infographic work.