COURTNEY RHODES

ART DIRECTOR,
GRAPHIC DESIGNER,
& SHANIA TWAIN ENTHUSIAST

Austin, TX

ABOUT ME

Creative Art Director and Graphic Designer with 12+ years of experience developing brand identities, integrated marketing campaigns, and social media content across agency and in-house environments. Strong track record of leading cross-functional teams, executing multi-platform content strategies, and creating compelling designs for digital, print, and social media. Expertise in Adobe Creative Suite, video content production, and trend-driven creative strategy.

SKILLS

Adobe Creative Suite · Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Sketch · Figma · Microsoft Office Suite · Google Workspace · Slack · Canva · Asana · Squarespace

CONTACT DETAILS

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Website: flavnt.com
References available upon request

EXPERIENCE

Visual Designer
Sonar | Aug 2025 – Present

- Drive end-to-end visual design for Sonar's marketing and brand initiatives, including digital campaigns, web assets, event collateral, and internal presentations.
- Collaborate closely with demand generation, events, and content teams to produce engaging visual assets that support lead generation, brand awareness, and product storytelling.
- Design and maintain scalable brand systems, templates, and iconography to ensure visual consistency and streamline asset creation across the organization.
- Partner directly with senior stakeholders to translate business and marketing goals into clear, cohesive visual solutions.

Graphic Designer
USAA | Aug 2024 – Aug 2025

- Design presentations, marketing materials, and digital assets supporting cybersecurity and technology initiatives across the company.
- Collaborate directly with Director-level stakeholders to lead strategic design campaigns across two cross-functional teams.

Creative Director
FLAVNT Streetwear | Jan 2014 – Present

- Donated over $50,000 to gender affirming surgeries, underscoring a commitment to social responsibility.
- Collaborated with Target and The San Antonio Spurs on co-branded Pride campaigns.
- Grew social media following by 80,000+ through strategic content creation and trend engagement.

Art Director
Charles Schwab | Mar 2021 – Mar 2024

- Led concept development and execution for Schwab's social media campaigns, maintaining cohesive visual branding across all platforms.
- Partnered with cross-functional teams to streamline communication and improve creative workflow efficiency.
- Boosted engagement by producing video-first content, including editing and motion graphics tailored for platform-specific performance.

Graphic Designer
Mondo | Aug 2019 – Mar 2021

- Designed packaging materials, marketing assets, and collateral for games and puzzles.
- Applied art direction, illustration, and production skills to enhance product marketability.

Art Director
Trendkite | Jan – Jul 2018

- Designed internal and external marketing collateral including social media graphics and print assets.
- Created instructional onboarding materials improving process efficiency.

Studio Artist
GSD&M | Jan 2017 – Dec 2017, May 2019 – Aug 2019

- Created print mockups, banner ads, animations and pitch decks adhering to strict brand guidelines for brands like Popeyes and John Deere

Production Artist
McGarrah Jessee | Aug 2018 – Feb 2019

Jr. Art Director
Pride Media | Jan 2015 – Oct 2015

Jr. Art Director
INKED Magazine | June 2014 – Dec 2014