

INGRID VAN BELJON HIGGINS

CREATIVE DIRECTION, GRAPHIC DESIGN

To obtain quality, creativity, and delivery of brand identity. Oversee the day-to-day operations for the creative team. Demonstrate proficiency with design standards and practices. Create strategic plans for designs and the team members, including review individual and team performance. Enable effective scaling of the brand assets through automation.



PORTFOLIO / CONTACT

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EXPERIENCE

October 2023 – Present/Corporate Finance Institute Inc. / Sr. Manager, Graphic Design

Establish creative vision and direction of the CFI brand. Oversee brand identity, lead a full rebrand, and brand execution across all channels and teams. Work directly with C-Suite executives on creation and execution of elevating brand identity.

2016 – Present Creative Circle, LLC.

Presentation Specialist (AT&T Business, Celanese, Proterra Advertising, Baylor Scott & White, etc.)

Work directly with C-Suite executives on creation and execution of high-end data-visualization presentations. Ability to communicate the process of design and produce creative branding solutions to elevate the B2B brand.

Mar. 2017 – Apr. 2023 Pluralsight LLC./A Cloud Guru LLC./Linux Academy Inc. Senior Manager, Graphic Design Jul. 2021 – Apr. 2023

Remote, TX
5+ Years leading team of designers in a remote work SAAS company, time management, and expertise with online collaboration tools: Asana, Zoom, Slack Creative Cloud, Figma, and Google Suite.
Work directly with C-Suite executives to designate target goals/deliver consistency. Enable effective scaling of the Content Operations Design Team through automation of supporting graphics including: hiring and onboarding new team members. Strong communication/Oversee team processes, delivery, presentation, editing, and optimize content materials with creativity and innovation. (SAAS business model)

Manager of Design May 2019 – Dec. 2020

Remote, TX
Lead design operations for the Graphic Design and Illustrator Teams
Review individual and team performances, lead, and train teams.
Strategize graphic and illustration templates and automation.

Team Lead Jan. 2018 – May 2019

Keller, TX
Demonstrated proficiency with design standards and practices
Highly experienced across all products within the Adobe Suite
Knowledge/experience in implementing the use of Adobe programs

EDUCATION / AWARDS 2007–2012 Texas A&M University College Station, TX

B.E.D. Bachelors in Environmental Design
M.A. Masters of Architecture
Graduated Magna Cum Laude 3.718 GPA; May 2010; B.E.D. Environmental Design
Recipient of 2020/2021 Top Performer; Linux Academy LLC.
Winner of 2010 Silver Design Award; HKS Architects; Dallas Arts District Boutique Hotel and Residential Design Competition 2010
Individually selected Honors student; academic excellence, accumulative GPA 3.718
Recipient of competitive internship; Parsons 3D International
Recipient of the Edward J. Romieniec Graduate Award
Recipient of the Norman and Renee Zelman Endowed Scholarship
Recipient of the Harwood K. Smith '35 Endowed Graduate Fellowship
Recipient of the Harwood K. Smith '35 Endowed Scholarship in Architecture
Selected and chosen applicant for the Parsons Scholarship for academic year 2008–2009
Participation of Shinkenchiku Residential Design Competition 2008
Recipient of the Pell Grant for high academic standing
Obtained Early Graduation Scholarship for completion of High School before expected date
Enrolled in the Texas A&M University Honors Program
Selected for Phi Kappa Phi Honors Program
Graduation date: May 2012

TRAINING / SKILLS

7+ years Creative Leadership
7+ Years Remote Work Experience. Time management/tools: Zoom, Slack, Google Suite
15+ years Design Experience

15+ years Adobe Photoshop	15+ years PowerPoint	2+ years Adobe Director
15+ years Adobe Illustrator	15+ years Keynote	4+ years Visme
15+ years Adobe InDesign	15+ years Google Slides	7+ years Figma

REFERENCES

Anthony James Former CEO Linux Academy Inc. (816) 830-9261	Terry Cox Former VP Content Linux Academy Inc. (913) 956-9026	Tia Williams Former VP Content CFI Inc. (919) 368-7975
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CREATIVE DIRECTION, GRAPHIC DESIGN

EXPERIENCE (CONT.)

Collaborate one-on-one with other Team Leads and cross-department teams
Senior Graphic Designer **Mar. 2017 – Jan. 2018** Keller, TX
Create, deliver, present, edit, and optimize content presentation materials
Ability to communicate the process of design

Sept. 2014 – Mar. 2017 Freelance Brand Consultant / Graphic Design Consultant
SurgeryPlus Healthcare; LeaderPrime – Leadership Fort Worth; The Martin Team;
Spa By Di Vine; Alphagraphics; City of Plano; Perk Ally; Ferrell Safety Apparel Inc.;
Century 21 Mike Bowman (Real Estate rebrand); Lenz Capital LLC.; Jet Group
Inc.; Pratt Aycok; Gone Global; Warrior Angels Foundation; Pratt Aycok; Cirkyt
Technologies Inc.; Tights Up LLC.

Meet one-on-one with clients to develop and produce creative branding strategies
Incorporate data driven direction into visual design identity; including typography,
print /production, and overall brand elevation
Professional approach to time, costs and deadlines in today's competitive marketplace
Logos, websites, catalogs, digital/print presentations, and other marketing materials
Think creatively and develop new design concepts, graphics and layouts
Brand launch; start-ups from initial company name to marketing materials

Mar. 2013 – Sept. 2014 **5G Studio Collaborative LLC.** **Dallas, TX**
Marketing Coordinator / Graphic Designer
Work directly with senior partners to designate target goals / create consistency
across all marketing platforms
Rebrand 5G Studio logo, website, marketing materials, digital newsletter, monograph
Create, deliver, present, edit, and optimize marketing materials with creativity
Design press releases, media relations content, case studies, digital presentations,
executive bios, corporate newsletter content, social media content, and speaking
proposals
Worked one-on-one with clients to design branding/identity within the Agency

Jul. 2012 – Mar. 2013 **Laguarda Low Architects LLC.** **Dallas, TX**
Marketing Coordinator / Graphic Designer
Work directly with executive team; designate target goals/brand consistency

Lead designer/Creating design solutions that give a high visual impact
Developing and implementing marketing strategies, plans, and objectives
Designing and maintaining promotional materials/inventory

Jun. 2011 – May 2012 **Dept. of Architecture, Texas A&M University** **College Station, TX**
Graduate Assistant for Head of Department / “The Agency”

Graduate member of The Agency Team (Department of Architecture publication and
production office)
In charge of developing and designing the Department of Architecture website
Assisted in creating a new identity for the Department of Architecture
Managing Department of Architecture social networks such as Facebook, Twitter, etc.

Aug. 2010 – Jun. 2011 **Dept. of Architecture, Texas A&M University** **College Station, TX**
Graduate Teaching Assistant for Head of Undergraduate Program

Ability to communicate the process of design
Good listening skills and is very approachable
Lead design critiques in the classroom setting

Jan. 2010 – Aug. 2010 **Page Southerland Page, LLP** **Dallas, TX**
Architectural Intern

Participated in various volunteer work
Communicated comprehensive schematic designs for healthcare projects

Jun. 2008 – Aug. 2008 **Parsons 3D International** **San Antonio, TX**
Architectural Intern

Assisted in Auto Cad and Revit drafting and design for the San Antonio International Airport
Built various study models for commercial and medical buildings
Gained further knowledge for future success in architectural studies