

TERRANCE LOVECRAFT

Brand Designer & Marketing Director

Los Angeles | 310-531-0801 | terrancelovecraft@gmail.com

Over 10 years of experience in brand design, marketing, and user experience, I am a seasoned professional dedicated to creating and enhancing impactful digital experiences. I specialize in developing user-friendly Human-Computer Interactions (HCI) for both B2B and B2C products, helping companies achieve their product goals and establish a strong visual identity.

Passionate, entrepreneurial creative. Skilled in building exceptional products. Thrives on pushing boundaries and delivering innovative solutions that captivate audiences. Proven track record of turning ideas into reality and making a tangible impact.

Work experience

📅 07/2019 – Present 📍 LA Opera – Los Angeles, CA

Interactive Designer/ Developer/ Editor

- **Reached 100% annual subscription goal in a few months** for the first time in company history by using effective team communication, strong design systems and restructuring customer journeys on website.
- **30% reduction in external design agency cost** implementing a streamlined process for show art production, leveraging digital design tools and in-house resources, while maintaining high-quality visuals.
- **25% growth in brand awareness and audience reach.** Collaborated with marketing & PR team to develop interactive digital experiences on the company's website, social media, and advertising platforms, increasing audience engagement and overall traffic across platform campaigns.
- **Improving conversion rates by 15%** by conducted A/B testing on website landing pages, optimizing user experience and leading to higher ticket purchases and engagement.

📅 01/2021 – 07/2021 📍 EntreYouth – Atlanta, CA - Contract

Director of Marketing - Remote

- **Achieved full attendance for an online cohort** launch through a highly effective marketing strategy, utilizing targeted digital advertising, email campaigns, and strategic partnerships.
- Led the design team in a successful re-branding initiative, aligning the company's visual identity with its mission and values, resulting in a more impactful and resonant brand presence.
- Spearheaded fundraising initiatives, cultivating relationships with donors, sponsors, and partners to secure financial support for the company's programs and initiatives.

📅 07/2015 – 08/2019 📍 Brooks Running | STRAVA – SF, CA

Professional Runner- Track & Cross Country

- Actively participated in product testing programs for STRAVA & Brooks, providing valuable feedback and insights on shoe performance and design to enhance the development of their products.
- Competed as an athlete and brand ambassador at various events, showcasing exceptional skill, sportsmanship, and representing the brand with professionalism and passion.

📅 05/2015 – 01/2017 📍 CSU Stanislaus– Turlock, CA

Graphic Designer II

📅 07/2012 – 08/2014 📍 CSU Stanislaus – Turlock, CA

Graphic Designer I

Education

California State University Stanislaus

B.A Fine Art / Graphic Design

California State University Monterey

Branding / Motion Design

California State University Monterey

Photographic Storytelling

Harvard Online

Computer Science

Skills

Mentoring

Information Architecture

Design Thinking

Design Systems

Strong Communication

Asset Management

Prototyping

Motion Graphics

Typography

Ux Research

Ux / Ui Design

HTML5/ CSS / JS

Adobe Suite

Figma

Marketing

Branding

Research

LLM

HCI

Copy writing

Leadership