

Enrique Paulin

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PROFESSIONAL SUMMARY

Creative Director | Senior Brand Designer | Manager Corporate Brand & Creative | Senior Art Director | Visual Communicator | Team Manager | Project Manager | Storyteller with 20+ years of experience in visual communication, brand identity, and cross-disciplinary design collaboration. Expertise in creative direction, campaign execution, stakeholder engagement, and strategic brand evolution. Proven leader skilled in design systems, digital-first branding, content development, and multi-channel marketing. Strong understanding of IMF brand compliance, quality control processes, and performance feedback mechanisms. Adept at managing creative teams, vendor partnerships, and production workflows, ensuring high-quality execution and brand consistency across digital and print assets.

WORK HISTORY

Creative Director

World Justice Project | Washington, DC | Aug 2022 – Present

Leads the creation and maintenance of WJP's visual brand identity, ensuring alignment with mission-driven storytelling.

- Oversees the design layout, visual impact, and creative direction of campaign materials, web/social assets, and digital/print publications.
- Manages and mentors a multidisciplinary creative team, ensuring high-quality design execution.
- Develops creative briefs, meeting with key stakeholders to determine visual needs and align messaging with strategic priorities.
- Ensures brand consistency and compliance with institutional guidelines, acting as a brand steward.
- Leads project management workflows, forecasting design capacity and aligning resources to meet deliverables.
- Oversees vendor relationships, quality control processes, and performance feedback for freelancers and agency partners.
- Utilizes Gen-AI tools for content creation, optimizing production efficiency.

Creative Director

DBM Inc. | Bethesda, MD | Jan 2006 – Aug 2022

Conceptualized and executed multi-channel marketing campaigns, aligning brand identity, creative strategy, and digital-first storytelling for diverse audiences.

- Led creative production for high-profile campaigns, ensuring brand consistency across digital and traditional media.
- Managed design layout, typography, color theory, and visual hierarchy to create compelling brand assets.
- Worked closely with cross-functional teams (marketing, product, content, CRM) to align business goals with creative execution.
- Developed and maintained a network of freelancers across diverse disciplines (motion graphic artists, designers, illustrators).
- Acted as a liaison for creative strategy and brand initiatives, contributing to planning and departmental collaboration.

Creative Director/Principal

Paulin Creative Group | Washington, DC | Jan 1995 - Dec 2005

Founded and led a creative agency specializing in branding, graphic design, and integrated marketing solutions.

- Developed brand identity systems across multiple industries.
- Led project planning, execution, and stakeholder engagement for large-scale design initiatives.
- Provided strategic creative direction across digital, print, and environmental branding projects.

EDUCATION

George Mason University

Bachelor of Arts - BA Art History (127 credits)

27+ years of experience in lieu of a bachelor's degree

Northern Virginia Community College

AA Communication Design/Graphic Design

KEY SKILLS

- Creative Direction & Brand Identity
- Campaign Development & Execution
- Design Systems & Brand Guidelines
- Digital & Print Production
- Cross-Functional Team Leadership
- Project Management & Agile Workflows
- Stakeholder Engagement & Client Communication
- Web, Social Media, Email, and Print Design
- Gen-AI Tools for Creative Production
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD)
- Workfront & Project Management Tools
- Vendor & Freelancer Management
- Creative Problem-Solving & Innovation

- Quality Control & Brand Compliance

ADDITIONAL SKILLS

- Bilingual: English & Spanish
- Hands-On Design & Visual Storytelling
- Mentorship & Team Development
- Procurement Process (RFPs, SOWs)
- Competitive Differentiation & Insights-Driven Design
- Strategic Planning & Creative Strategy

SOFTWARE & TOOLS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, XD)
- Figma, Workfront, Asana, Monday.com
- Microsoft 365 Suite
- WordPress & CMS Platforms