

# Pascale Pierre

Creative operations leader bridging design, systems, and enablement

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## EXPERIENCE

**KOMPAN** • Lead Marketing Designer

Austin, TX | 2024 – 2026

- Directed marketing deliverables across print, digital, and environmental formats – supporting national B2B campaigns, trade shows, and internal initiatives with strategic creative assets.
- Spearheaded PM platform transition – onboarded users, refined adoption, resulting in 25% faster project kickoffs.
- Managed 60–80 assets per quarter as both designer and project lead, coordinating across sales, product, and vendor teams.
- Maintained brand integrity across 10+ sales territories supporting regional customization at scale.

**Kasasa** • Marketing Designer II

Remote | 2018 – 2023

- Produced 1,500+ branded digital and print assets for 100+ financial institutions across nationwide campaigns.
- Built modular creative systems and reusable templates, reducing campaign production time by 30%.
- Selected as lead designer for cross-functional D2C insurance product pod – brand identity, UX mockups, and launch collateral.
- Served as primary quality reviewer, cutting stakeholder revision rounds by 20% through brand enforcement and visual QA.

**Whole Foods Market** • Creative Project Manager

Emeryville, CA | 2010 – 2018

- Directed creative operations across 40+ Northern California and Reno stores managing 200+ projects annually.
- Led and coached a regional team of 80+ in-store designers and ops staff, ensuring brand consistency across all locations.
- Built scalable system of 30+ brand templates, QA protocols, and vendor guides – cutting onboarding time by 40%.
- Oversaw creative execution of 15+ store openings, delivering turnkey environments on schedule and compliant.
- Acted as strategic conduit between store teams and executive leadership supporting \$500M+ in regional annual revenue.

## SKILLS & TOOLS

### PM & Ops

monday.com • Asana • Jira • Basecamp • Notion • Zendesk • CMS

### Tech

HTML/CSS • JavaScript • React • Python • SQL • Google Analytics • Excel

### Design

Adobe Creative Suite • Figma • Typography • Branding • UX/UI Basics

### Core

Creative Ops • Cross-functional Collaboration • Process Optimization • People-first Leadership

## EDUCATION

**Web Development Immersive** • BloomTech

Graphic Design • Academy of Art University

**Technical Writing Certificate** • Udemy