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Awards

Best of NAMA – Region IV

First Place, 2025

Field & Bean Magazine
Soybean Summit

First Place, 2024

ISA's Field Day Events
Naper Settlement's Field
Watchers Campaign

Merit, 2024

Amplifying Agronomy
Problad Verde Campaign
Illinois Soybean Association (ISA)
Website Redesign

First Place, 2023

Sustainability Annual Report

Merit, 2023

Congrats to Corn
ISA Podcast

CADM Tempo Awards

First Place, 2022

West Suburban Community Pantry

Skills & Expertise

Creative Leadership:

Art Direction, Campaign & Concept Development, Design Strategy, Mentorship and Team Development, Quality Control, Client Pitching & Presentations, Cross-functional Collaboration, Project Timeline & Budget Management

Design Execution:

Integrated Campaign Design (Print, Digital, Social), Brand Identity Systems, B2B and B2C Creative, Email and CRM Campaign Design, Sales Materials and Presentations, Color Correction and Retouching, Vendor-Ready File Preparation

Tools:

Adobe Creative Cloud, Microsoft Office, Figma, Wordpress, Google Analytics, AI-assisted platforms

Cecilia Feliciano

Art Direction. Graphic Design.

Education

Northern Illinois University, DeKalb IL
Visual Communications, Bachelor of Fine Arts
Minor: Marketing

Harvard Business School Online
Management Essentials

Work Experience

Art Director, Ross Creative Works *November 2024 – Present*

- Led creative direction across print, digital, and social award-winning campaigns, translating client objectives into cohesive visual systems that strengthened brand presence and marketing performance.
- Directed multidisciplinary teams including designers, writers, photographers, videographers, and external partners while overseeing end-to-end production to ensure high-quality, on-time deliverables within budget.
- Guided a rapidly expanding creative team through hiring, onboarding, and structured mentorship as the department doubled in size, coaching designers in concept development, execution, and presentation skills.
- Developed high-level design concepts from initial strategy and ideation through fully realized visual execution, ensuring creative solutions were conceptually strong, met the client's goals, and were production-ready.

Associate Art Director, Ross Creative Works *November 2022 – November 2024*

Senior Graphic Designer, Ross Creative Works *October 2021 – November 2022*

Freelance Graphic Designer, Ross Creative Works *September 2019 – October 2021*

Visual Designer, Mosbrook Design *September 2017 – October 2021*

- Collaborated with the design team to create, refine, and deliver marketing materials including brochures, signage, digital graphics, PPT templates, and email campaigns for major medical clients such as AbbVie, AOSM, CNF, and ISAKOS.
- Developed visual concepts and full event branding systems for annual meetings and conferences, ensuring consistency across large-scale print materials, digital platforms, and on-site installations.
- Managed diverse project timelines and deliverables simultaneously, supporting efficient production and maintaining a high-quality standard across all assets.

Graphic Designer, React Presents *June 2016 – September 2017*

- Contributed to the design and evolution of visual identities for key Chicago music venues including The Mid, Concord Music Hall, Bottom Lounge, and Lincoln Hall, and six major music festivals such as Spring Awakening, North Coast, and Reaction NYE.
- Produced high-volume, fast-turn creative across multiple channels while maintaining visual consistency across brand identities for live events and digital platforms.
- Supported marketing and event teams by producing time-sensitive creative for weekly show announcements, festival lineups, and venue promotions.