

GRAY QUICK

Creative Director · Art Director · Visual Systems Strategist

Las Vegas, NV · 562.209.3874 · grayquickart@gmail.com · grayquick.net · linkedin.com/in/medusan

PROFILE

Multidisciplinary creative with 15+ years building brands, campaigns, and digital experiences that actually convert. I operate at the intersection of cultural relevance and design systems thinking — from large-scale entertainment campaigns and artist merch to UX flows and motion. Equally comfortable leading vision in a boardroom and executing in Adobe at 2AM. Currently pursuing Creative and Art Director roles where the work is bold, the brand has a real identity, and design gets a seat at the table.

CORE COMPETENCIES

Design	Adobe Creative Suite, Figma, Design Systems, Typography, Motion Graphics, 3D Modeling & Animation
UX / UI	User-Centered Design, A/B Testing, Accessibility (WCAG 2.1), User Research, Prototyping, Wireframing
Web	Shopify, Webflow, Framer, HTML/CSS, JavaScript, TypeScript, Vue.js, Responsive Web Design
Strategy	Brand Identity, Campaign Strategy, SEO, Content Marketing, Email Campaigns, Data Analytics, Paid Media

EXPERIENCE

Tix4Vegas — Blackstar Entertainment · *Creative Lead / Sr. Designer*

March 2025 – March 2026 | Las Vegas, NV

Elevated to senior creative to lead campaign branding and performance-driven assets across Vegas's biggest shows, artist residencies, and live events.

- Directed end-to-end campaigns for major residencies including Kelly Clarkson, Cirque du Soleil, Prince Tribute, and Buju Banton
- Boosted audience engagement by 40% through tailored paid media assets targeting local and tourist demographics
- Designed high-impact OptiSign displays, static ads, and motion graphics deployed across social and venue spaces
- Produced performance-optimized Meta and IG paid media with emphasis on visual clarity and CTA conversion
- Collaborated cross-functionally with marketing and media buying teams to maintain brand alignment across all channels

POPfit Clothing — Loyalty Brand Marketing · *UX Frontend Developer*

February 2024 – March 2025 | Las Vegas, NV

Redesigned the e-commerce platform and led A/B testing initiatives to improve conversion and user retention across all funnel stages.

- Improved page load speeds by 35% and mobile conversion rates by 25% through full platform redesign
- Implemented interactive product filtering, reducing bounce rates by 20%
- Streamlined checkout flow, cutting cart abandonment by 30% and lifting monthly revenue by 12%
- Drove a 15% lift in overall user engagement through iterative A/B testing on landing pages

- Enhanced email click-through rates by 10% through redesigned branded UI elements

Fasteners Inc — Professional Contractor Supply · *Lead Designer*

July 2023 – February 2024 | Las Vegas, NV

- Led full website redesign, increasing traffic by 40% and lead generation by 20%
- Built targeted email campaigns that drove a 25% open rate increase and 15% sales growth
- Achieved WCAG 2.1 compliance, resulting in a 10% lift in user engagement
- Developed product catalogs that cut customer inquiry response times by 30%
- Directed brand updates across digital and print channels, improving customer retention by 12%

Hastati Music Network · *Creative Director*

December 2021 – February 2023 | Remote

Led visual identity, UX/UI systems, and campaign graphics for a growing music-tech startup.

- Boosted user engagement by 30% and reduced user errors by 40% through iterative design refinements
- Produced high-fidelity Figma prototypes that elevated engagement metrics by 25%
- Established a unified design framework, improving brand consistency by 40% across all touchpoints
- Aligned visual design strategy with marketing and product teams to drive cohesive brand growth

Worre Studios · *Graphic / UI Designer*

December 2020 – January 2023 | Las Vegas, NV

- Directed branding systems for a music artist platform focused on discoverability and user retention
- Improved platform usability by 40% by overseeing UX/UI frameworks built in Figma
- Mentored junior creatives and aligned creative vision across content, dev, and strategy teams
- Produced high-performance social and display ads optimized for artist and audience engagement

Realty ONE Group · *Graphic / UI Designer*

March 2017 – December 2020 | Las Vegas, NV

- Redesigned website, increasing page views by 35% and customer retention by 15%
- Created 50+ digital assets that improved brand visibility and customer engagement by 25%
- Implemented comprehensive visual design standards, increasing customer loyalty by 22%

U.S. Navy · *Cryptologic Technician*

January 2010 – January 2016 | Norfolk, VA

- Held Top Secret and Q-Level security clearances; developed disciplined analytical and systems thinking skills applied directly to creative and technical problem-solving

INDEPENDENT CREATIVE PRACTICE

MVSS Design Studio · *Founder & Creative Director*

2023 – Present | Remote

Full-service independent creative studio specializing in brand identity, campaign design, artist merch, and visual systems for music, entertainment, and streetwear clients.

- Directed merch concepts, visual identity, and apparel design for hip-hop and entertainment clients including Lil Pump
 - Designed artist branding, EPKs, and web presence for EDM and hip-hop DJs and producers including Hello Ego, KFish, and DJ Drew 702
 - Founded and built three original brand identities from concept to market: CTRL-US (activist cyberpunk streetwear), Black Mass (gothic alt-athleticwear), and Sanct Noire (dark fine art print shop on Etsy)
 - Developed full packaging, e-commerce, and visual systems for Sleepy Boi, an independent pillow and athleisure brand
 - Produced one-sheet and pitch creative for Vici Media's Social Mirror Creative AI feature
-

E D U C A T I O N

Master of UX Research & Design · Maryland Institute College of Art
January 2023 – September 2024 · Remote

Bachelor of Arts in Graphic Design · University of West Florida
March 2014 – April 2017 · Completed Remotely

A D D I T I O N A L

Available for remote or California-based onsite roles. Background in AR/VR, motion, 3D, and emerging creative tech. Active experience in brand identity, merch design, and entertainment-focused campaigns.