

# ADRIÁN CABRERO

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LA/NYC

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## Work

### Honest

Director, Creative | '23 to today

Led the brand's transformation from celebrity-driven to lifestyle-focused. Developing a refreshed identity, voice, creative aesthetic, and digital/packaging design system. Led 360 campaigns across CTV, streaming, D/OOH, social, and e-comm. Implemented a modernized creative workflow leveraging AI and managing a 10-person in-house team alongside creative agencies/contractors. Reported directly to C-suite leadership to deliver high-impact brand and business results.

### Rose Inc

Director, Digital Creative | '21 to '23

Led and established digital creative strategy across eComm, organic/paid social, and experiential. Hired a senior multidisciplinary team of designers, art directors, producers, photographers, and a variety of creative contractors. Led creative production and design of product-launches, social creative, and UI/UX while reporting to the Head of Creative. Worked closely with the CEO and CCO (Rosie) from day one to drive rapid brand and business growth. Webby-nominated.

### Rare Beauty

Director, Digital Design | '20 to '21

Stakeholder of digital product and eCommerce design verticals. Established and directed the inaugural design strategy for website, email, and performance marketing. Reported directly to VPs of creative and marketing to accomplish extremely aggressive business, creative, and philanthropic goals.

### Case Agency

Director, Digital Design | '20

Established the agency's West Coast design branch. Managed a team of 3 to conceptualize, pitch, and design digital eCommerce strategy and products for a variety of US and global clients including Rare Beauty, Biore, Keys Soulcare.

### Proactiv

Associate Director, Digital Creative | '19

Stakeholder of website redesign and digital creative strategy. Worked directly with VP's of marketing, product, creative, & engineering teams to execute company transition into a modern eCommerce destination. Lead relationship with creative agencies and managed team of designers and copywriter.

### Estée Lauder Companies

Associate Director, Digital Design | '17 to '19

Digital product stakeholder for ELC portfolio brand Bumble and bumble. Led redesign of d2c, b2b, and edu digital products. Managed team of designers, project managers, and front-end engineers. Webby Nominated.

### Senior Digital Designer | '13 to '16

Translated campaign creative to digital products, balancing best UX/UI practices with brand identity. Awarded best-in-class 3x from L2/Gartner.

### ENK International Fashion Events

Senior Digital Designer | '11 to '13

Led digital product strategy and design for the largest and most upscale fashion events producer in the USA.

### Giorgio Nero Advertising

Art Director | '08 to '11

Led all creative needs for a group of six upscale, Michelin rated restaurants in NYC and Internationally.

### PMcD Design

Designer/Animator | '06 to '08

Concepted brand identity pitch packages, and 2D animation sequences for broadcast TV clients. Reported to Creative Director and Executive Producer.

## Creative Director

I'm a creative veteran with 19+ years experience in industries such as clean beauty/skincare, personal care, family, fashion, luxury, hospitality, entertainment, and large scale events.

Accomplished in leading multidisciplinary teams to conceptualize and execute innovative creative, design, and experiences across mediums. I've worked in large corporate environments, startups, and design studios of all sizes.

I balance insights, trends and elevated branding to address consumer needs with thoughtful creative exploration.

Consistently driving financial profitability and brand growth.

## Specialization

Team leadership  
Creative development  
360 campaign strategy  
Creative operations  
Print/Digital design  
UI/UX product design

Brand identity  
Performance marketing  
Art direction  
AI Integration  
Clean industries  
Celebrity personalities

## Consultation

Pattern Agency  
Case Agency  
Sibling Rivalry  
Hatch Collective  
Retold Recycling  
SLMD Skincare

Olaplex  
Bioré  
Naturopathica  
Desert X  
Melinda Maria Jewelry  
Aqua-Aston Resorts

## Education & Accolades

### Pratt Institute, NYC Graduated '06

Degree in Digital Design and Interactive Media.  
Graduated with Highest Honors and made President's list every semester.

## Recognition

LE BOOK LA | '24 | '25  
Creative Connections Juror

The Other Art Fair | '24  
Photography exhibitor at Saatchi Art Event

Webby Awards Honoree | '21  
Best Visual Design for Roseinc.com

Webby Awards Honoree | '18  
Best Visual Design for Bumbleandbumble.com

L2/Gartner Best-in-class digital look-book | '17  
Equal parts commerce and inspiration

L2/Gartner Best-in-class digital hair diagnostic | '16

L2/Gartner #1 Beauty UGC experience | '15

Multiple "site of day" awards on onepagelove.com

## General Assemb.ly '11 | '12

Lead a 3 course series on creative development for startup owners. Featured in printmag.com.  
Lead course on intro UI/UX design best practices.

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Creative Director

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