

<https://tre.work/>  
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Skills

- VISUAL DESIGN
- BRANDING
- CREATIVE DIRECTION
- ART DIRECTION
- PACKAGING DESIGN
- AD DESIGN
- TYPOGRAPHY
- ILLUSTRATION
- LAYOUT
- UI / UX DIRECTION
- PROJECT MANAGEMENT
- MENTORSHIP
- ADOBE CC + FIGMA

Education

University of Notre Dame  
Class of 2014  
  
Bachelor of Fine Arts  
Visual Communication Design  
& Industrial Design

Experience

Giddy	DESIGN DIRECTOR
May 2019–present	<i>World’s largest sex health website with 12,000+ doctor-reviewed articles on sex health, and ecommerce store with &gt;\$1MM in monthly sales</i> <ul style="list-style-type: none"><li>Managed and mentored a team of 10, including Visual Designers, UX Designers, Videographers, Motion Designers, and Photographers.</li><li>Built brand foundations from the bottom up, expanding channels in both digital (Amazon, Walmart) and retail spaces (CVS, Walgreens, Rite Aid).</li><li>Established design systems and guidelines to streamline editorial production of &gt;100 articles weekly, and made over <b>1000+</b> editorial illustrations.</li><li>Prototyped &amp; developed product materials, packaging, &amp; colorways for FDA-registered wearable sextech device proven 90% effective in clinical trials.</li><li>Oversaw successful launch of 6 vitamins, and led cobranding with Rootine.co.</li><li>Led company-wide meetings focused on performance-driven, data-first ad campaigns, leading to <b>&gt;100% YoY revenue growth</b> from 2020-2022.</li><li>Directed UX and led launch of an AI-driven mobile app that answers complex sex health questions in less than 1 second and curates selection of articles.</li></ul>
Beardbrand	SENIOR DESIGNER
May 2017–May 2019	<i>Premium men’s grooming company with complete line of men’s beard and haircare products in 10+ high-end fragrances, with an expansive grooming community</i> <ul style="list-style-type: none"><li>Created comprehensive, unified design system of icons, patterns, and fragrance names to differentiate premium product line among a densely competitive market.</li><li>Designed motion graphics to grow YouTube following to over <b>1 million</b>.</li><li>Designed custom end-cap retail displays for sale in over <b>1000 Target stores</b>.</li><li>Overhauled digital and web presence, growing email subscriber database to over <b>500,000</b>.</li><li>Established art direction for social media feed to elevate brand’s social footprint, growing Instagram following to <b>&gt;250k</b>.</li></ul>
Crömo	FOUNDER / CREATIVE DIRECTOR
May 2014–present	<i>Full service creative studio: sonic branding, visual branding, experiential sound design, film scoring, and event-centric perfumery.</i> <p><b>Select client list:</b> VADA Jewelry, Torchy’s Tacos, LBJ Library, Notre Dame Federal Credit Union, Primo Coffee, The Austin Winery, Bastrop County, Colorado Tower, Captain Blankenship, Armbrust USA</p>
Big Bang–2017	<b>PREVIOUS WORK</b> – Arsenal Advertising (Designer), Apple Inc. (Genius Admin), Assn. for Craft Producers Nepal (Designer), Jason’s Deli (Designer)

Awards

2021, 2022, and 2023	DIGITAL HEALTH AWARDS
1 Gold, 3 Silver, 4 Bronze	Excellence in editorial illustration and content for sex health site getmegiddy.com.
2014 Winner	GREIF AWARD
	Excellence in design research
2012 Winner	SAPPI IDEAS THAT MATTER GRANT
	\$50,000 grant for publication of a children’s book I co-wrote, designed, and art directed.