

hello.



de gante, oscar

creative leader • brand builder • strategic thinker

(630) 677-6222 / odegante@gmail.com

portfolio: [degante.design](#)

Summary

creative leader. brand magician. strategy whisperer. design ninja.

With over 15 years of experience spanning brand development, campaign strategy, and cross-platform design, I lead creative work that balances clarity, beauty, and business impact. From healthcare to retail, I've partnered with Fortune 500 brands and growing startups alike—guiding teams, shaping narratives, and crafting visuals that connect. Whether directing shoots, building design systems, or mentoring creatives, I bring a strategic, hands-on approach rooted in storytelling, innovation, and design excellence.

Work Experience

UOTB / Creative Director & Associate Creative Director / Jan 2021 – present

Led creative strategy and visual execution for major healthcare and finance clients (e.g., Abbott, Baxter, Zoll, Allstate, ProManage), elevating brand storytelling across digital and print channels

Directed and mentored a multi-disciplinary design team, fostering a collaborative culture and high design standards

Spearheaded the evolution of UOTB's own visual identity, positioning the agency as a modern and innovative player in a competitive market

Delivered standout creative solutions for campaigns, branding, marketing, and digital experiences, consistently aligned with client goals and KPIs

Partnered cross-functionally with strategy, production, and executive teams to ensure flawless execution from concept to final deliverables

Ensured consistent brand voice and visual identity across all client and internal touchpoints

brands: Fortune 500 Healthcare Companies / Baxter / ProManage / All State

TRANSFORMCO / Creative Director & Associate Creative Director / May 2014 – Dec 2020

Directed integrated retail campaigns and creative initiatives for Sears, Kmart, and Shop Your Way across omnichannel platforms

Managed diverse creative teams and balanced stakeholder expectations across product categories and seasonal initiatives

Presented strategic creative concepts to senior leadership and client partners, aligning design direction with business objectives

Developed brand standards and seasonal lookbooks, ensuring visual cohesion across retail, digital, and print environments

Oversaw high-impact photo shoots, both on-location and in-studio, ensuring art direction reflected brand tone and narrative

brands: Sears / Kmart / Shop Your Way

OfficeMax / Senior Graphic Designer / Apr 2013 – Apr 2014

Designed and executed marketing campaigns, in-store signage, and digital collateral supporting national promotions and product rollouts

Maintained strict brand standards while introducing design innovations that improved customer engagement

Art directed seasonal photoshoots in collaboration with marketing and merchandising teams

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Nelson Cash / Design Strategist / Jan 2013 – March 2013

Served as key liaison between Google (client) and internal creative teams, ensuring clarity of vision and alignment with brand objectives

Reviewed and presented creative proposals, refining concepts in response to stakeholder feedback

brands: Google

Aisle Rocket Studios / Art Director & Senior Art Director / June 2006 – Dec 2012

Led creative development for Fortune 500 brands including Kenmore, Maytag, Jenn-Air, and Amana across POS, packaging, and promotional campaigns

Developed and executed cohesive brand narratives from concept to final production, contributing to successful product launches and retail engagement

Directed product photography and set design, ensuring visual quality aligned with campaign tone and brand style guides

brands: Kenmore / Jenn-Air / Amana / Maytag / Sears

Scranton Gillette Communications / Marketing Manager / Jun 2005 – May 2006

Assisted publishers in developing promotional programs and sales tools

Provided marketing communications support to the sales staff

Education

Illinois Institute of Art / Bachelor's Degree of Arts / Advertising Design

Languages

English and Spanish

Skills & Keywords

Graphic design, creative direction, design strategy, concept development, campaign ideation and execution, cross-functional collaboration, infographics, client presentation and relationship management, team leadership and mentorship, art direction for photo and video shoots, design thinking, strategic brand development, design operations and workflow optimization, brand building and positioning, corporate branding and rebranding, visual identity systems, logo design and typography systems, brand style guides, multi-brand portfolio management, storytelling through design, integrated marketing campaigns, print and digital advertising, retail and environmental graphics, direct-to-consumer (DTC) campaigns, social media and web asset design, email and performance marketing support, web design and landing pages, design systems (Figma, Adobe XD), motion graphics and video art direction, accessibility in digital design (WCAG), Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe InDesign), Figma, Keynote and PowerPoint presentations, basic HTML/CSS understanding, strong attention to detail, strategic problem solving, stakeholder communication, adaptability and continuous learning, mentorship and team empowerment, marketing, ability to meet deadlines, design projects, design tools.

References

Available upon request