Enrico Limcaco — Creative Director and Graphic Designer

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Profile

Enrico Limcaco is a high-performing leader and producer with a broad skillset driving art direction, project coordination, and design for marketing, sales enablement and illustration.

- Innovative, resourceful, and purposeful team player with expertise in cross-functional leadership, marketing collateral, sales enablement, presentations, email and landing pages, icons and identity, infographics, and illustration.
- Effective change agent delivering company growth through creative outreach, robust partnerships, responsiveness, and aligning opportunities by delivering process improvement and turnaround.
- Technical toolset proficiency in software such as Adobe Creative Cloud (Illustrator, InDesign, Photoshop), Canva, Figma, Google Suite, and PowerPoint. Drives projects using platforms like Trello, Monday.com, and Airtable.

Skills and Competencies

- Cross-team collaboration
- Digital and print design
- Design process optimization
- Understanding project needs
- Interpreting client needs
- Attention to detail

Professional Experience

Enrico Limcaco — Alameda, CA
Creative Director from 1/2014 to Present
Creative direction, design consultation, and production services.

Rightway — New York, NY (remote)
Senior Graphic Designer — 3/2021 to 12/2023
Led and managed creative team responsible for in-house and freelance designers to deliver innovative, high-impact solutions for this growing healthcare startup. Oversaw the daily design studio functions such as creative direction, project coordination, and relationship building. **Accomplishments included but not limited to:**

- Sales Enablement and Content Marketing Materials Development: Architected and fleshed out a system of enterprise-facing sales enablement materials for a novel healthcare company (a unique care navigation and fully-transparent pharmacy benefits manager), and a related system conveying thought leadership in the health reform space.
- Pitch Deck/Fundraising Deck Format Development: Led design on a fundraising-specific variant of Rightway's deck format that went on to successfully a $100M Series D funding round in 2024.
- Account-Based Marketing Invitation System Development: Led design on an account-based marketing invitation design to draw key large and mega clients to Rightway's premium sales experiences (Masters, U.S. Open, etc.)
- Member Communications Email Redesign: Developed robust design for onboarding email campaign to serve a "mega" ($20B market cap) client's 142K employees.

Scoop — San Francisco, CA (onsite)
Graphic Design Lead — 10/2016 to 12/2019
Partnered with cross-functional teams to develop and execute brand communications with designers, copywriters, photographers, marketers, and engineers. Scaled Scoop's graphic design and creative management services through recruiting, hiring, and process development. **Accomplishments included but not limited to:**

- Enterprise Facing Collateral System Development: Revised existing collateral system to provide a clear and uncomplicated design system to arm the field-based sales and revenue teams.
- Cancellation Experience Icons: Collaborated with product designers to create a cohesive set of in-app icons to quickly convey product and feature-specific concepts. *Section continues on next page.*

Professional Experience, continued

Sunrun — San Francisco, CA (remote)
Visual Designer — 4/2016 to 11/2016
Visual designer for solar power installation and maintenance company. Worked closely with cross-functional customer experience team to design education and marketing materials, and digital illustrations for email and social campaigns. **Accomplishments included but not limited to:**

- Sunrun Express to Referral Success Campaign Elements: Created a modular set of elements that combined to form a single infographic, as well as discrete social media design elements, to drive solar installation referrals by existing customers.

NerdWallet — San Francisco, CA (onsite)
Visual Designer — 1/2015 to 12/2015
Partnered with the editorial writing team to create compelling visuals for statistics that were often unusual or dependent upon foreknowledge of specific subjects, which fell under the personal finance umbrella of subject matter. One of the first members of the Central Creative Team, tasked with design deliverables such as infographics, marketing content, and partnership collateral.
Accomplishments included but not limited to:

- Small Business Solutions Page: Designed and developed the first in a series of landing pages for a nascent small business solutions team. Worked closely with the content team to design a system of visual modules to cover every engagement point for prospective buyers.

- Fraud Crimes Infographic: Created an infographic that quickly communicated the ideas of fraud and danger, explained the major types per the article, and could be modularized for use in between sections of that article for increased engagement with the content.

McKesson — San Francisco, CA (contract)
Graphic Designer — 3/2012 to 9/2014
Worked for the Marketing department of McKesson U.S. Pharma, the largest division in terms of top line revenue. **Accomplishments included but not limited to:**

- Internal Graphic Library Development: Expanded a predefined but limited icon library look and feel into an illustration/supergraphic system that could be used for more custom applications such as for editorial use or sub-team branding applications.

- Brand System Activation: As part of the brand activation team for the then-new Interbrand-developed brand manual, reinterpreted and rebuilt countless design formats to better suit U.S. Pharma Marketing's day-to-day business needs including reports, brochures, catalogs, datasheets, and emails.

Education

- Bachelor of Arts, Graphic Design – California State University, Fresno, CA

- Coursework toward Master of Arts in Graphic Design – Academy of Art University, San Francisco, CA