

THEODORA TRANDAFIR

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[LinkedIn](#) | [Portfolio](#)

CREATIVE DIRECTOR

Creative Director with a track record of concept-first, culturally fluent work that actually moves people. Specializes in upstream thinking, originating campaigns before the brief is fully formed and building brand systems that hold across every touchpoint. Known for finding the honest angle in a brand and making it resonate with audiences who have been advertised to their entire lives and can smell inauthenticity immediately. Background spans government, fitness, lifestyle, consumer goods, and experiential, from 8.8 million Snapchat users on a Navy recruitment campaign to luxury brand builds from the ground up. Operates at the intersection of strategy, creative direction, and cultural instinct. Not interested in decoration. Interested in work that does something.

EXPERIENCE

Creative Director & Partner

Phoenixeer · Dallas, TX | Nov 2025 – Present

- Partner with the founder to define brand evolution, long-term growth strategy, and overarching creative vision for a national organization.
 - Lead creative direction across brand identity, content systems, campaigns, and experiential moments.
 - Build and manage a full creative ecosystem including producers, videographers, designers, and editors.
 - Oversee integrated storytelling across digital, social, and live environments, ensuring clarity, consistency, and brand integrity.
 - Guide work from strategy through execution, maintaining high creative standards and narrative cohesion across all outputs.
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Creative Director — Texas Region

USA Streetlifting · Dallas, TX | Nov 2025 – Present

- Align regional creative direction with national brand strategy and long-term vision.
 - Own event identity systems including branding, signage, digital assets, and narrative frameworks.
 - Direct on-site production and experiential design to elevate audience experience and community engagement.
 - Lead cross-functional creative teams delivering content across multiple platforms and touchpoints.
 - Ensure consistency and quality across all brand expressions in a multi-location environment.
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Owner & Creative Director

Verus Coffee · Dallas, TX | Jun 2025 – Present

- Built a luxury mobile espresso brand from the ground up, overseeing brand identity, pricing strategy, service design, and all creative direction.
 - Positioned in the premium DFW events market serving corporate events, brand activations, weddings, and private bookings starting at \$900.
 - Designed a single-cart service model centered on intentional guest experience, with a dedicated expert barista owning the full service flow at each event.
 - Sources specialty beans exclusively from Viewfinder Coffee Roasters, a Dallas-based small-batch roastery, with all syrups developed in-house.
 - Manages all brand operations, content, and client experience end to end.
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Creative Director — Freelance / Contract

United States | Aug 2024 – Present

- Provide creative direction, brand strategy, and execution for clients across lifestyle, consumer, fitness, tech, and retail.
- Lead multi-channel campaigns including video, digital content, experiential concepts, and brand systems.

- Pitch and develop campaign concepts for fast-moving, culture-driven brands, balancing speed, originality, and brand voice under high creative expectations.
 - Clients include: Leeway HQ, Gather25, Blueprint Creative, Logos Lab, Johnny's Kicks, Verus Coffee, Road Armor, Bose.
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Creative Director & Strategist

Hold The Rope · Remote | Feb 2025 – Jun 2025

- Directed brand identity and UI/UX creative vision for a mission-driven mobile application.
 - Developed user flows, visual systems, and cross-platform brand consistency.
 - Oversaw collaboration between design, development, and leadership teams to ensure clarity and cohesion from concept to launch.
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Art Director

VML — U.S. Navy Account · Dallas, TX | Nov 2023 – Feb 2025

One of eight creatives carrying one of the largest government advertising accounts in the country. Individual scope and responsibility operated well above title.

- Designed the Strike Group logo from scratch and developed environmental graphics, signage, and wayfinding for the VR cube modules deployed across a national 50-state tour.
- Contributed conceptual design direction for the U.S. Navy x Sneaker Con campaign — insole design and copy, aglet direction, pelican case presentation concept, and terrain-specific shoe concepts across Sea, Air, and Land. Campaign launched nationally, covered by The Drum, LBBOnline, FOX News, and StupidDOPE.
- Co-concepted two interactive Snapchat recruitment lenses with a copywriter and art director. Briefed and directed a third-party team to build the final experiences. Combined reach of 8.8 million users.
- Designed the digital badge for the Subreddit Hunt: a gamified Navy recruitment challenge across Reddit communities that went on to win a 2025 Cannes Award.
- Designed recruitment print ads across magazine, event, and OOH placements targeting specific Navy career paths and demographics.

- Directed multi-platform digital campaigns across IMDb, Twitch, YouTube, Netflix, and Spotify.
 - Contributed to internal pitch teams for national brands including Purina and Dick's Sporting Goods, developing campaign concepts and activation ideas across both accounts.
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Art Director

The Integer Group / TracyLocke · Dallas, TX | Sep 2022 – Oct 2023

- Developed integrated campaigns and pitch decks for national brands including Neutrogena, Aveeno, OGX/Maui, Rogaine, and BandAid.
 - Directed creative across web, email, retail, and digital ecosystems for major retailers including Target, Walmart, Walgreens, and CVS.
 - Collaborated closely with strategy and account leadership to deliver high-performing creative under fast-paced timelines.
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Additional Experience

Design Lead — Blueprint Creative | 2020 – 2021

Art Director — RBA | 2022

Experience includes brand identity, digital campaigns, production planning, photography direction, and creative execution across lifestyle, hospitality, legal, and entertainment sectors.

SKILLS

Creative Direction · Brand Identity · Campaign Strategy · Narrative Development · Content Ecosystems · Experiential Design · Video & Social Direction · Digital & Print · UI/UX · Production Oversight · Creative Operations · Team Leadership · Cross-Functional Collaboration · Client & Stakeholder Communication

EDUCATION

B.S. Graphic Design

Liberty University