



DEREK ERNST

GRAPHIC DESIGNER · BRAND STRATEGIST · CX EXPERT
Strategic Integration. Culturally Infused. Undeniable Presence.

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Dallas College - AA Digital Art & Design
North Carolina State University - BA Sociology

PHILOSOPHY

I am a creative strategist and brand architect fusing elevated design with human truth to build brands that earn a place in people's lives. I don't just create them. I grow them, evolve them, and keep them connected to the people they exist for. Because when a brand gives people a feeling they keep coming back to, that's not a brand. That's a legacy.

STRATEGY

Command Attention.
Own the Narrative.
Awaken the Connection.
Redefine the Possible.

RECOGNITION

2026 Designity Awards
Nominee

CREATIVE TOOLS



TECHNICAL TOOLS



BEYOND THE BRIEF

Former Division 1 Scholarship Athlete
Animal Lover | Lego Architect
Foodie | Netflix Curator
DIY Enthusiast | Art Expressionist

EXPERIENCE

BRAND DESIGNER & STRATEGIST
Derek Ernst Designs
February 2025 - Present

A solo creative operation running at two speeds. Enterprise-level brand compliance for Methodist Health System and ground-up brand architecture for a startup, building their complete visual identity and guidelines from scratch. Serving healthcare, real estate, nonprofit, education, consumer services, and agency sectors across multi-sector client pipelines, deploying 40+ high-impact assets monthly.

- Managed 8-10 concurrent client projects, producing 100+ monthly assets without dropping the standard, ensuring every deliverable met brand specifications and client expectations through final delivery.
- Partnered with 8+ executives, stakeholders, and vendors to execute client growth initiatives, keeping each brand's integrity intact from brief to final delivery regardless of industry or scope.
- Sustained 98%+ on-time delivery across three project management platforms, owning every timeline, revision cycle, and touchpoint with precision.
- Cultivated 15+ stakeholder relationships that accelerated approval timelines by 25% and consistently turned one-time projects into long-term partnerships.
- Developed scalable brand guidelines and reusable asset systems across 30+ weekly deliverables, cutting production turnaround by 20%+ and building brand foundations clients could grow from.

GRAPHIC DESIGNER

Venture Commercial Real Estate
August 2021 - March 2025

Recruited to rebuild a deconstructed creative department from the ground up, cultivating relationships across 60+ brokers, project managers, and executive leadership while becoming the visual voice behind multi-million dollar conversations for The Star, Legacy West, Academy Sports + Outdoors, and Raising Cane's, executing at every scale from daily communications to recurring national and international conferences.

- Directed 1,200+ annual marketing projects across a nationwide commercial real estate portfolio, owning every deadline and deliverable without compromise.
- Produced 500+ geospatial design maps and high-impact collateral, including websites, emails, offering memorandums, and presentation materials that elevated brand visibility and accelerated leasing performance for premier Class A properties.
- Led a company-wide rebrand from concept to execution, bringing consistency to 200+ annual property listings and reducing creative revisions by 20%+.
- Established workflow structure and production processes that reduced bottlenecks and kept a high-volume creative operation running efficiently across cross-functional teams.
- Managed \$10K+ in department budgets and vendor relationships, optimizing spend and keeping production uninterrupted across high-volume campaigns.