DEVON SCHULTE

CREATIVE EXECUTIVE

DevonSchulte.com

Devon409@gmail.com
LinkedIn / devon-schulte
Boynton Beach, FL
561.350.3369

Profile



Creative art director and visual problem-solver with 20+ years of design experience across food, consumer brands, healthcare, and education. Leads brand development and creative execution across print, digital, and retail, combining hands-on design with cross-functional collaboration and designer mentorship.

Professional Experience

Creative Art Director

Pero Family Farms Food Company LLC · Delray Beach, FL
Oct 2018 - Present

- Lead brand development, consumer-focused design, and brand standards across digital, print, and in-store marketing.
- Direct art direction and quality control for advertising, web content, marketing collateral, retail displays, and trade show environments.
- Partner with marketing, sales, and executive teams to define project goals and align creative deliverables with business objectives.
- Translate category insights into visual storytelling; explore emerging technologies, including AI, to inform creative development.

Senior National Marketing Designer

Sysco / FreshPoint · Pompano Beach, FL
2009 - 2018

- Developed national campaigns, packaging, food show booths, print and web advertising, direct mail, brand identities, and fleet graphics.
- Created and implemented brand guidelines; produced designs with Adobe Photoshop, Illustrator, and InDesign.
- Mentored junior designers in typography, color theory, and layout; managed concurrent projects within schedules and budget constraints.

Creative Director of Graphic Arts

Triana Institute for Aesthetic Surgery · Manalapan, FL
Oct 2008 - Oct 2009

- Directed design for direct mail, websites, packaging, email marketing, and brochures.

DEVON SCHULTE

Additional Creative Experience

Additional design work

Llumina Press: publication cover design (2008 - 2009).
Synergy Systems: web design and marketing (2008).

Creative internships

Crave Food & Beverage Design (2007): participated in project definition, visual research, design implementation, critiques, prototype mockups, and final development.

Zimmerman Advertising (2003): gained exposure to automotive advertising in a fast-paced agency environment.

Capabilities and Tools

Design and leadership

Creative and art direction • Brand identity • Marketing design • Packaging • Visual storytelling • Typography • UI/UX design • Photography • Video editing • Motion graphics • Project management • Designer mentorship

Tools

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro; WordPress; Microsoft PowerPoint, Word, Excel; Claude Code

Education

Bachelor of Fine Arts in Graphic Design

Florida Atlantic University

Associate of Arts

Palm Beach Community College | 2004

Recognition

Conceptual Award - FAU Broward Student Juried Design Exhibit (2008)
Conceptual Award - FAU Social Awareness Poster Competition (2007)
Scholastic Award - The Art Institute Arts and Writing Competition (2002)