

CODY SMALL

CREATIVE DIRECTOR

BRAND STRATEGIST

DESIGNER

COEUR D'ALENE, IDAHO

480.650.1919

HI@CODYSMALL.DESIGN

01 PORTFOLIO

CODYSMALL.DESIGN

02 BEHANCE

BEHANCE.NET/CODYSMALL

03 LINKEDIN

CODY-SMALL-7056938

04 PROFILE

Creative Director and hands-on brand designer with 20+ years of experience turning complex business challenges into clear direction and tangible results. Combines strategic thinking, creative vision, and decisive leadership to guide projects from concept through execution. Builds and directs multidisciplinary teams, connects specialists around a shared objective, and stays close to the craft to create distinctive, commercially valuable work.

05 EXPERIENCE

CAAVA DESIGN

Creative Director
2010–Present

Built and led multidisciplinary creative teams across design, copy, development, photography, video, illustration and production, directing work across identity, packaging, e-commerce, retail and campaigns.

Identified underlying business challenges, established a clear vision, aligned stakeholders, and made the strategic and creative decisions needed to bring ideas to life.

Stayed hands-on in Adobe Creative Suite, personally designing and art-directing key work while collaborating with specialists, vendors and production partners.

ENCOMPUS

Design Director
Apr 2010–Jul 2011

Led brand, digital and creative work for the San Diego Advertising Association and San Diego Film Commission, while helping shape the agency's own positioning, brand story and creative direction across client-facing and internal work.

BULLDOG DRUMMOND

Creative Designer
May 2006–Apr 2010

Progressed from production into brand design, creating identity, packaging and campaign work for clients including Nike, Starbucks, PepsiCo, Diageo, American Eagle, World Vision, WD-40 and Westfield. Developed a strong foundation in typography, craftsmanship and production.

CORE CAPABILITIES

I know how to bring it all together, from business strategy through creative direction and execution.

Brand Strategy · Creative Direction · Brand Identity · Packaging Design · Digital & E-Commerce · Campaigns & Content · Art Direction · Team Leadership · Photography & Video Direction · Environmental Design · Typography & Layout · Print & Packaging Production · Cross-Functional Collaboration · Adobe Creative Cloud · Figma · AI-Integrated Creative Workflows

06 EDUCATION

POINT LOMA NAZARENE UNIVERSITY

Bachelor of Fine Arts,
Graphic Design | 2006

07 INDUSTRY EXPERTISE

CONSUMER PRODUCTS · WELLNESS & HEALTH · FOOD & BEVERAGE · RETAIL
& E-COMMERCE · TECHNOLOGY · EDUCATION & CULTURAL INSTITUTIONS