

# ART DIRECTOR RESUME

123 Your Address  
City, State, Zip Code  
(xxx)-xxx-xxxx  
your.email@gmail.com

*Creative Art Director with 10+ years of experience driving brand awareness, user experience, and consumer engagement for renewed brands and diverse industry clients. Proven track of success in developing highly interactive, user-centric web design and print and digital media collaterals that excite consumers and grow iconic brands.*

## PROFESSIONAL EXPERIENCE

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### **FUTURE DONTICS, Los Angeles, CA**

Art Director, September 2014–Present

- Direct a team of 25+ designers and copywriters to enhance brand awareness and deliver creative excellence
- Lead overall ideation, coordination and development of all creative assets on projects, including television ads, radio, print ads, website design, and trade show collateral
- Render solid creative vision and concept design expertise for \$2M retail contract, driving brand awareness and company growth by 20%
- Implement innovative ideas and designs to increase brand's reach and effectiveness, growing revenue by 200% in key channels
- Deliver guidance in all aspects of campaign creation from concept through on-time and on-budget completion of multiphase projects involving budgets up to \$250,000

### **SAGON-PHIOR, Los Angeles, CA**

Art Director, June 2009–August 2014

- Strengthened the brand identity by directing creative planning across all marketing mediums, decreasing project cost by 30% and increasing brand awareness by 40%
- Administered cross-functional project teams of 15+ members to create effective advertising concepts of projects involving budgets up to \$170,000
- Delivered creative excellence across all variety of mediums, including web/interactive and mobile channels that boosted client's sales by 25% within 6 months
- Continually achieved higher conversion and retention rates by optimizing the UI/UX of websites, microsites, and landing pages
- Developed brand and communication messaging initiatives from research to execution, creating design theme and graphics focused on B2B, B2C, and print marketing

## EDUCATION

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### **ART INSTITUTE OF ATLANTA, Atlanta, GA**

*Bachelor's Degree in Fine Arts, major in Graphic Design & Visual Communications, May 2009*

- Honors: *cum laude* (GPA: 3.9/4.0)

## ADDITIONAL SKILLS

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- Expert in Microsoft Office, Photoshop, Dreamweaver, Media Encoder, Soundbooth, Fireworks, Illustrator, InDesign, Flash, After Effects, and Premiere

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