

AUSTYN DOTY

📞 678.996.9696

✉️ austyndoty@gmail.com

👉 www.austyndoty.com

📷 austyndoty

ART DIRECTOR UNIVERSITY OF GEORGIA ATHENS, GA

Bachelor of Fine Arts in Graphic Design
December 2018

EXPERIENCE DDB HEALTH NEW YORK

Senior Art Director
2019-Present

- ◆ Lead a team of art directors and freelancers to create consistently compelling work on very tight timelines
- ◆ Collaborated with professional photographers and illustrators to finalize unique, on-brand campaigns for clients such as PIQRAY and Jakavi
- ◆ Based on a comprehensive brief influenced by market research and product distinction, I created logos, colors, typography, and all branded visuals for a company from the ground up to be used in print and digital
- ◆ Under a Creative Director, we maintained all visuals for PIQRAY, including every print & digital piece, two websites, multiple animations, and physical event spaces (domestically and globally)
- ◆ Helped teams establish a unique identity and voice within the pharma space by concepting for 10+ different brands

FCB HEALTH/NEON NEW YORK

Art Direction Intern
2018 (June-August)

- ◆ Designed concise layouts and contributed to campaign ideas for many clients under FCB Health including Grifols and Novartis
- ◆ Directed, conceptualized, & fully designed an ad campaign for a Novartis drug while working with a team of nine
- ◆ Created and presented a pitch to the entire company and its CEOs

FIRST AMERICAN BANK & TRUST ATHENS, GA

Graphic Designer
2017-2018

- ◆ Launched several campaigns to create an impactful and sincere brand identity within the community
- ◆ Designed Debit/Credit Cards, T-Shirts, Business Cards, Coffee Labels, Illustrations, Calendar, Greeting Cards, Event Flyers, & Social Media Posts

SKILLS

Illustrator, Photoshop, InDesign, Lightroom, After Effects, Animate, UI & UX, Sketch