

AUSTYN DOTY

Art Director and Illustrator

About Me

I'm an art director and illustrator originally from Gainesville, Georgia, now based in New York for the past six years. My creative process is rooted in collaboration, exploration, and empathy, and I thrive in environments where ideas are built together. When I'm not at work, you can usually find me drawing on my iPad.

I draw inspiration from a wide range of places: gaming culture, sports branding, 2D animation, animals and nature, superheroes, fashion, sitting in the park, and the work of artists like Gastón Pacheco.

Skills

<div></div>	Indesign
<div></div>	Photoshop
<div></div>	Illustrator
<div></div>	Figma
<div></div>	After Effects
<div></div>	Illustration
<div></div>	Photography
<div></div>	Print Production
<div></div>	Front End Web Design
<div></div>	AI Tools

Education

University of Georgia
Graduated in 2018

Awards

- ♦ Medical Advertising Hall of Fame Future Famer
- ♦ DDBHealth Dream Award
- ♦ DDBHealth Generosity Award

Work Experience

DDBHealth West

Group Art Supervisor

2023 – Present

- ♦ Manage a team of art directors and freelancers to create succinct brand identities and craft bold campaigns
- ♦ Lead all client relationships, streamlining marketing strategies specifically for healthcare professionals
- ♦ Established myself as the primary creative resource for all agency-wide illustration needs
- ♦ Serve as creative lead for multiple brand photoshoots
- ♦ Continue to help on winning pitches and ideate campaign concepts for the agency

Art Supervisor

2021 – 2023

- ♦ Collaborated with photographers and illustrators to produce distinctive campaigns and visuals
- ♦ Established visual identity for multiple brands, including branding, social media content, educational videos, and print/digital promotional materials
- ♦ Fostered client relationships to craft effective marketing strategies
- ♦ Contributed to multiple successful pitches that secured new business for the agency

DDBHealth

Senior Art Director

2020 – 2021

- ♦ Worked with photographers and illustrators on campaigns for multiple clients
- ♦ Developed logos, color palettes, typography, and all branded visuals from inception to execution for multiple brands, guided by thorough market research and product differentiation.
- ♦ Supervised an intern, providing guidance and support in creative tasks

Art Director

2019 – 2020

- ♦ Partnered with a Creative Director to manage all visuals for NOVARTIS, overseeing print, digital assets, and website launches.
- ♦ Helped establish unique identities for over 10 brands in the pharmaceutical sector.

FCB Health

Art Director Intern

- ♦ Created all campaign visuals and branding for an intern project that resembled a pitch. At the end of the internship, we presented all creative and strategy to the entire agency

First American Bank & Trust

Graphic Designer

- ♦ Designed Debit/Credit Cards, T-Shirts, Business Cards, Coffee Labels, Illustrations, Calendar, Greeting Cards, Event Flyers, & Social Media Posts



678-997-9696



austyndoty@gmail.com



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