

Salli Dusenberry

Art Director

Profile

A dynamic and innovative Art Director with 5 years of experience in driving creative vision and strategy for diverse projects. Adept at leading multidisciplinary teams and collaborating with clients to deliver exceptional design solutions. Proven expertise in graphic design, branding, and visual storytelling, coupled with a keen eye for detail and strong project management skills. Committed to staying current with industry trends and pushing creative boundaries to exceed client expectations.

Employment History

Art Director at Gannett Peak Creative, WY

Feb 2023 - Present

- Successfully rebranded a major client's visual identity, resulting in a 35% increase in brand recognition and a 20% boost in sales within the first year.
- Managed a team of 10 designers on multiple high-profile projects, consistently delivering results on time and 15% under budget, leading to a 25% increase in client satisfaction ratings.
- Conceptualized and executed an award-winning ad campaign for a Fortune 500 company, generating over 50 million impressions and driving a 30% increase in website traffic within three months.
- Implemented a new design process and workflow system that improved team efficiency by 40%, reduced project turnaround times by 20%, and increased overall profitability by 15%.

Associate Art Director at Warehouse Twenty One, WY

Aug 2018 - Jan 2023

- Successfully conceptualized and executed a comprehensive rebranding campaign for a major client, resulting in a 35% increase in brand awareness and a 20% increase in sales within the first six months of implementation.
- Managed and mentored a team of five junior designers, helping them to develop their skills and improve overall team efficiency by 25% over the course of one year.
- Collaborated with cross-functional teams to create a highly successful marketing campaign for a new product launch, which generated over \$1 million in revenue within the first three months and garnered widespread industry recognition.

Certificates

Adobe Certified Expert (ACE)

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✉ salli.dusenberry@gmail.com

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📍 123 Mountain View Rd, Cheyenne, WY 82009

Education

Bachelor of Fine Arts in Graphic Design at University of Wyoming, Laramie, WY

Sep 2014 - May 2018

Relevant Coursework: Graphic Design Principles, Typography, Web Design, Print Design, Branding and Identity, Illustration, Photography, Digital Media, Art History, and Design Theory.

Links

[linkedin.com/in/sallidusenberry](https://www.linkedin.com/in/sallidusenberry)

Skills

Photoshop

InDesign

Illustrator

Sketching

Typography

Storyboarding

D Modeling

Languages

English

Arabic

Hobbies