

[First Last Name]

[City, State/Country] | [email@example.com] | [+1 (555) 555-5555] | [portfolio-website.com] | [LinkedIn / Behance / Dribbble URL]

PROFESSIONAL SUMMARY

[Art Director] with [X+] years of experience leading cross-functional creative teams to deliver integrated campaigns, brand systems, and digital experiences across [print, web, social, and experiential channels]. Proven track record in shaping cohesive visual narratives, elevating brand perception, and driving measurable engagement through concept-driven design and strategic storytelling. Adept at guiding the full creative lifecycle from brief to final production, collaborating closely with [marketing, product, and executive stakeholders]. Recognized for balancing [bold creative vision] with [data-informed decision-making] and mentoring designers to consistently raise creative standards.

EXPERIENCE

[Art Director] | [Creative Agency Name]

[Month Year] – [Present] | [City, State/Country]

- Led a multidisciplinary team of [X] designers, copywriters, and motion artists to deliver [integrated brand campaigns] for clients in [industry segments], resulting in an average of [XX% increase in campaign engagement] and [XX% lift in brand awareness] as measured by [client analytics tools].
- Directed the visual strategy, art direction, and execution for [omnichannel campaigns] across [social media, web, OOH, and print], using tools such as [Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects)] and [Figma] to maintain consistent brand expression and efficient design workflows.
- Partnered with [account managers and strategy leads] to transform complex client briefs into compelling creative concepts, presenting storyboards, mood boards, and style frames that secured [client approvals on first round in XX% of cases] and contributed to [year-over-year revenue growth] for key accounts.

[Senior Graphic Designer / Associate Art Director] | [Brand / In-House Creative Team]

[Month Year] – [Month Year] | [City, State/Country]

- Owned end-to-end design for [brand campaigns, product launches, and seasonal promotions], translating brand guidelines into [compelling visual systems] across [web, email, social, packaging], which contributed to a [XX% increase in click-through rates] on digital assets.
- Developed and refined [brand style guides, typography systems, and visual frameworks], ensuring consistency across all touchpoints and enabling faster onboarding of new designers and external vendors, reducing revision cycles by [XX%].
- Collaborated closely with [photographers, stylists, and production teams] to plan and art direct [photo and video shoots], creating shot lists, reference decks, and on-set feedback that elevated asset quality and aligned visuals with overarching campaign narratives.

EDUCATION

[Bachelor of Fine Arts in Graphic Design / Visual Communication] | [University Name]

[Month Year] – [Month Year] | [City, State/Country]

- Relevant coursework: [Art Direction], [Branding & Identity Systems], [Typography], [Digital Illustration], [Motion Graphics], [Interactive Design].
- Projects included [concept-to-execution brand campaigns] and [multi-channel visual identities] for hypothetical and local clients, emphasizing [research-driven creative strategy] and [storytelling].

[Certificate / Workshop in Art Direction, Creative Leadership, or UX/UI] | [Institution / Platform Name]

[Month Year] – [Month Year]

- Focused on [creative leadership, design thinking, and presenting creative work to stakeholders], with hands-on exercises in [brief interpretation, concept development, and critique].

SKILLS

Creative & Art Direction: [Concept development], [visual storytelling], [campaign ideation], [brand systems], [mood boards & storyboards], [photo/video shoot direction].

Design Tools: [Adobe Photoshop], [Illustrator], [InDesign], [After Effects], [Lightroom], [Figma / Sketch], [Keynote / PowerPoint for presentations].

Brand & Marketing: [Brand identity design], [integrated marketing campaigns], [social media content design], [digital advertising assets], [layout & typography].

Collaboration & Leadership: [Team leadership], [mentoring designers], [cross-functional collaboration], [creative reviews & feedback], [stakeholder presentations].

Project & Process: [Creative brief interpretation], [timeline management], [working with production vendors], [QA of final assets], [version control and file organization].

Soft Skills: [Strategic thinking], [attention to detail], [communication & storytelling], [adaptability], [problem solving], [client-facing communication].

PROJECTS

[Global Brand Refresh for Consumer Brand] | [Lead Art Director]

[Month Year] – [Month Year]

- Directed the visual overhaul of [brand identity and campaign look & feel] across [packaging, digital, and retail environments], establishing a cohesive design system that improved [brand recognition] and supported rollout in [X+] markets.

[Integrated Digital Campaign for Product Launch] | [Art Direction & Visual System]

[Month Year] – [Month Year]

- Developed key visuals, social templates, and motion graphics for a [multi-channel launch campaign], aligning creative with [target audience insights] and collaborating with [performance marketing] to iterate based on [A/B test results and engagement metrics].