



AUSTIN D. HOYT

SENIOR ART DIRECTOR

PHONE: 570.971.7268

WEB: austinhoytdesign.com

EMAIL: adh018@hotmail.com

SOFTWARE KNOWLEDGE:

Proficient in Adobe CC Photoshop, Illustrator, InDesign, MagPlus DPS, Adobe Folio, Wordpress, Facebook (new Canvas feature), Instagram, Twitter, MS Word, Power Point and Outlook.

KEY SKILLS:

Concepting and executing on-time design deliverables, storyboard ad solutions, wireframing UX design, print design, responsive web design, presentation skills, client interaction.

EDUCATION:

2002-2006: Bachelor of Science in Graphic Design, Pennsylvania College of Technology.

2005: Semester abroad, Central Queensland University, Rockhampton Australia.

Objective: To envision, design and execute engaging brand creative and user experiences for a variety of digital platforms inclusive of mobile, web and social media.

WORK EXPERIENCE

UNDERTONE: Senior Creative Designer, August 2016—March 2017

Overview: High-impact creative concepting for both existing and potential clients, UX/UI mobile ad unit executions, Facebook Canvas creative concepts.

Accomplishments:

- **Garmin:** Helped lead high-impact ad unit creative concepts that resulted in account sales for Garmin's 2017 smartwatch product campaign. Along with other team members, helped present creative concepts to the client allowing Garmin's account team to consider ad format planning prior to campaign shoot.
- **DICK'S Sporting Goods:** Designed successful dynamic high-impact ad units for the Dick's 2016-2017 Holiday sale promotions.
- **Notable Brands:** Adidas, Smith Optics, Hennessy, Malibu Rum, Pepsi Life WTR, FOX Sports SE, NCAA Basketball, Land Rover, AXE, Showtime, Mobil1, WWE.

OGILVY & MATHER: Senior Art Director, October 2009—August 2016

Overview: Senior creative lead for mobile Digital Publishing Solutions (DPS) app designs, creative social content, rich media and HTML5 digital ad solutions.

Accomplishments:

- **Jägermeister:** Developed integrated creative design concepts for Jägermeister Halloween. Creative included in-store POS display design, in-store floor graphic, bottle wrap concepts and shopping bag design.

Jägermeister brand creative development and social content campaign for Anti-Valentine's Day. Designed AVD branded look and feel, paid Facebook lead-gen content and Instagram social posts.
- **IBM:** Redesigned the IBM Cloud MagPlus DPS app solution for Midsize Business by designing a better visual UX/UI experience. Lead meetings to discuss wireframe development, interface design and final production deliverables.
- **Cabela's Outfitters:** Designed and executed a MagPlus DPS app solution for Cabela's that would promote online product, sportsman lifestyle stories and brand user engagement Presented the DPS app to the Cabela's brand strategy team.
- **Notable Brands:** NASCAR, UPS, Castrol, Qualcomm, Showtime, Caterpillar, Tiffany's.

FREELANCE EXPERIENCES:

- Baseball Prospectus Pro Baseball Hall of Fame 2015 DPS app design, creative and digital production work for Victoria's Secret, IZOD Indycar Series, Van Heusen Pro Football Hall of Fame and Under Armour.