



AUSTIN D. HOYT

SENIOR ART DIRECTOR

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ADDRESS: 351 Palisade Ave,
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SOFTWARE KNOWLEDGE:

Proficient in Adobe CC Photoshop, Illustrator, InDesign, Sketch, InVision, 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/UI 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.

FREELANCE EXPERIENCE

IMS HEALTH: Freelance Senior UX Manager Proof of Concept, June 2017-Present

- **IMS Health:** Conceptual wireframe design executions for multiple user experience journey through a pharmaceutical product documentation and approval software.
- **Notable Freelance Experiences:** UX App wireframe design for Party City, Baseball Prospectus Hall of Fame MagPlus UX app design, Creative and digital production for Victoria's Secret, IZOD Indycar, Under Armour and Van Heusen Football Hall of Fame.

FULL-TIME STAFF 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 present high-impact ad unit creative. Creative concepts inspired preliminary ad format planning for Garmin's upcoming 2017 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 MagPlus app designs, creative social content, digital banner 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 shopper bag design.

- Jägermeister brand creative development and social content campaign for Anti-Valentine's Day. Created paid Facebook and Instagram lead-gen content.
- **IBM:** Designed MagPlus UX app solution for the *IBM Cloud for Mid-size Business*. Lead meetings to discuss visual creative and wireframe user story.
- **Cabela's Outfitters:** Designed MagPlus UX app solution for Cabela's to promote product and sportsman lifestyle stories. Presented app to the Cabela's brand team.
- **Notable Brands:** NASCAR, UPS, Castrol, Qualcomm, Showtime, Caterpillar, Tiffany's.