



DUSTIN HALL

I am an Art Director with experience leading & contributing to creative from concept to production. I design compelling solutions for digital (web design, email, social) and print (direct mail, OOH, POS and packaging).

WORK EXPERIENCE

DESIGNER

7-Eleven [June 2020 - Present]

- Wireframe, design and develop prototypes for 7-Eleven's new site (homepage, product pages, store & store locator pages, deals, rewards + about us pages).
- Create icons to be used in 7-Eleven's new brand.
- Establish new concepts that break the mold for future email designs.

ART DIRECTOR

Pier 1 Imports [Sept 2015 - June 2020]

- Lead + mentored a team of designers to foster new design thinking and ensure a cohesive brand experience
- Concepted new treatments + designed engaging emails to drive traffic and support seasonal promotions
- Concepted new templates + designed site updates (2-4 per month) for Pier1.com—including complete homepage updates and weekly promotional assets
- Designed engaging content for all Pier 1 social properties, both organic and paid
- Designed captivating cross-channel animations (email, social, site, display + SMS), driving a 50% increase in customer engagement YoY (2020/2019)
- Key achievement: contributed to significant and sustained YoY growth in traffic and conversion across all digital channels (paid, organic, email).
- Contributed to development and launch of a Spring rebrand effort, in direct partnership with creative leadership. This refreshed identity expression + creative strategy drove the strongest results in traffic, conversion and total sales volume across digital channels since 2017.

JR. ART DIRECTOR

The Marketing Arm [May 2013 - September 2015]

- Concepted and designed point of sale (including large high-budget aisle disrupters), packaging, large scale posters, truck wraps, microsites and logos that were displayed across the country for clients such as Frito-Lay, Pepsi, Dannon, Anheuser Busch and Pearle Vision
- Developed concepts on a daily basis for large events, such as a Magic Shave PR event, Frito-Lay unveiling a new flavor and many more. The concepts included every detail including spokesperson, location, print collateral, staff attire and more all while keeping track of the clients budget
- Created websites for major campaigns, including Frito-Lay's "Do Us A Flavor"
- Art directed product photo shoots for national campaigns

FREELANCE DESIGNER

[Jan 2012 - Present]

- Work directly with clients, managing timelines and finances for the scope of work
- Design posters, merchandise, direct mail, emails, wayfinding signage, websites, logos, icons, brochures, infographics + photo manipulation.

PORTFOLIO

dhalldesign.com

ACHIEVEMENTS

President's List

[Fall 2008]

Dean's List

[Fall 2007, 2008, 2012, 2013]

Winner of AIGA

Counterspace Exhibition

[Spring 2013]

EDUCATION

BACHELORS OF FINE ARTS

Visual Communications

University of Texas at Arlington [May 2014]

Graduated Summa Cum Laude

SKILLS

Photoshop

Illustrator

InDesign

Sketch

InVision

Craft

Premiere

After Effects

HTML

CSS

MS Office

CONTACT ME

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