



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]

- Conceptor + illustrator of the Slurpee mascot. I established the brand guidelines for the mascot, and it has been used in all channels for over two years. It flew to space, was featured on Red Bull merch and has been mass produced as Slurpee toppers and a Slurpee cup.
- Rebranded the 7-Eleven website and created the brand guidelines
- Design digital assets for large-scale tentpole activations for brands including PlayStation, Rocket League, Pac-Man and Feeding America
- Develop site pages using a content managing system
- Conceptualize, design + manage all creative assets for for the 7-Eleven site

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 + 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

PORTFOLIO

dhalldesign.com

ACHIEVEMENTS

Recipient of Five 7-Eleven Awards for:

- Growing the brand
- Excellent work
- Putting out fires
- Going the extra mile
- Efficient work

[2021-2026]

IHAF:

- 7-Eleven x PAC-MAN Collab: The ultimate Nostalgia 2023 SILVER - **Multi-Media**

Campaigns

- 7NOW Student Gold Pass Campaign - **2024 Gold - Out of Home**
- King Ice Collab: Slurpee Gets an Icier Look - **2024 HONORABLE MENTION - On a Shoestring**

ANA:

- 7-Eleven X Pac-Man - Integrated Campaign (Small Budget) - **2024 Category Grand Prize Winner**
- Punk Bunny x 7-Eleven - Integrated Campaign (Small Teams) - **2025 Category Grand Prize Winner**

SKILLS

Photoshop

Illustrator

Figma

Sketch

InDesign

InVision

Premiere

After Effects

MS Office

CONTACT ME

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