

Nathaniel Dyer

Senior Art Director | Brand Systems | Financial Services | Digital + Campaign Execution
Atlanta, GA 30314 | nate@natbotheedge.com | 404.964.6427 | www.natbotheedge.com

Senior Art Director with 15+ years delivering campaign systems across financial services and enterprise environments. Trusted by Fortune 500 brands to operate inside complex, regulated systems, align with compliance requirements and deliver campaign-ready work under compressed timelines. Known for building scalable visual systems, elevating brand clarity and executing across digital, print and motion without loss of consistency or speed.

EXPERIENCE

Digital Designer (Freelance) **2022 – Present**

Creative Circle — Atlanta, GA

- Deliver high-volume digital campaigns under compressed timelines while maintaining compliance accuracy and brand consistency across enterprise systems
- Increase engagement across internal campaigns through motion-driven graphics and structured visual storytelling
- Translate brand systems into responsive, production-ready assets across web, email and internal platforms
- Partner with UX, content and development teams using Figma and Workfront to streamline execution and reduce handoff friction
- Maintain full alignment with compliance, legal review and enterprise brand governance across all deliverables

Senior Designer (Freelance) **2019 – Present**

Aquent — Atlanta, GA

- Lead visual execution for integrated financial campaigns supporting consumer credit and retail programs
- Deliver cross-channel assets across digital, email, print and social within strict regulatory and brand constraints
- Improve production efficiency by embedding compliance and disclosure into design systems at the start of each project
- Execute campaign systems requiring multi-layer approvals across marketing, legal and compliance stakeholders
- Deliver senior-level output immediately within complex brand environments, requiring no ramp-up time

CORE STRENGTHS

Art Direction
Campaign Systems
Financial Compliance Design
Digital + Motion Execution
Cross-Channel Production

SELECTED CLIENTS

Bank of America
Synchrony Financial
The Home Depot
The Carter Center
Centers for Disease Control
American Family Insurance
AutoZone
Emory University

TOOLS

Adobe Creative Cloud
Photoshop · Illustrator · InDesign
After Effects · Premiere · XD
Figma
Workfront · Contentful
WordPress · Elementor
Microsoft Office Suite

Nathaniel Dyer

Senior Art Director | Brand Systems | Financial Services | Digital + Campaign Execution
Atlanta, GA 30314 | nate@natbotheedge.com | 404.964.6427 | www.natbotheedge.com

Senior Art Director / Founder 2010 – 2019

NatBo. The EDGE (Creative Studio) — Atlanta, GA

- Directed brand strategy and campaign execution across financial, healthcare, retail and nonprofit sectors
- Built and led creative teams delivering integrated campaigns across digital, print, social and motion platforms
- Developed scalable brand systems, infographics and executive-level presentations aligned to business objectives
- Managed full project lifecycle including strategy, client engagement, budgeting, vendor coordination and delivery
- Delivered high-stakes campaign work under compressed timelines while maintaining creative and operational standards

SELECTED IMPACT

- Executed campaign systems within financial services environments requiring strict compliance and multi-layer approval workflows
- Delivered digital marketing systems for national retail including The Home Depot
- Supported enterprise brand environments including Bank of America legacy systems and Synchrony Financial
- Delivered creative within regulated sectors including financial services (Synchrony, Bank of America) and healthcare (CDC), operating under legal and compliance constraints
- Known for stabilizing production workflows and delivering consistent output under high-pressure conditions

AI & EMERGING

ChatGPT
MidJourney
NightCafe

EDUCATION

University of Southern Mississippi
Graphic Communication Coursework