



NATHANIEL DYER

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Creative visionary with over 10+ years of experience delivering award-winning design solutions across digital, print, and experiential platforms. A seasoned Senior Art Director skilled in shaping brand identity, driving campaign success, and leading creative teams. Adept at transforming complex ideas into compelling visuals while collaborating with stakeholders, developers, and content strategists. Recognized for balancing strategic thinking with hands-on execution in fast-paced, deadline-driven environments.

CORE COMPETENCIES

- ✓ Art & Creative Direction
- ✓ Brand Identity & Development
- ✓ UI/UX Design & Web Prototyping
- ✓ Print & Digital Campaigns
- ✓ Infographics & Data Visualization
- ✓ Presentation Design
- ✓ Cross-functional Collaboration
- ✓ Client Relations & Pitching

PAST CLIENTS

- ✓ American Family Insurance
- ✓ AutoZone
- ✓ Brother
- ✓ Center for Disease Control
- ✓ Emory University
- ✓ The Carter Center

TOOLBOX

- ✓ Adobe After Effects
- ✓ Adobe Dreamweaver
- ✓ Adobe InDesign
- ✓ Adobe Illustrator
- ✓ Adobe Photoshop
- ✓ Adobe Premiere
- ✓ Adobe XD
- ✓ Elementor
- ✓ Figma
- ✓ Microsoft Office Suite

OTHER

- ✓ ChapGPT
- ✓ Contentful
- ✓ MidJourney
- ✓ NightCafe
- ✓ Slack
- ✓ WordPress
- ✓ Workfront

PROFESSIONAL EXPERIENCE

Digital Designer (Freelance)2022 -
Creative Circle — Atlanta, GA

- Produced digital marketing assets and internal communications in line with brand standards.
- Collaborated with UX and content teams using Figma and Workfront to deliver seamless, responsive designs.
- Developed animated, motion-rich graphics to enhance employee engagement and internal campaigns.

Graphic Designer (Freelance)2019 -
Aquent — Atlanta, GA

- Led visual development for integrated marketing campaigns targeting financial partners and consumer markets.
- Designed across digital, print, email, and social media channels, ensuring regulatory and branding compliance.

Senior Art Director 2000 - 2019
NatBo. The EDGE — Atlanta, GA

- Directed branding, marketing, and creative campaigns for clients in healthcare, finance, and consumer goods.
- Built and led creative teams from ideation to execution across web, print, social, and video platforms.
- Created branded assets, infographics, and presentation decks tailored to each client's unique voice.

Senior Art Director 1998 - 2000
Bank of America — Atlanta, GA

- Oversaw the design of high-volume print materials and internal visual communications.
- Worked directly with senior leadership to align creative with business messaging and voice.
- Managed full-scale print production and vendor coordination (200,000+ units).

Art Director 1997 - 1998
Verizon Formerly MCI — Atlanta, GA

- Created point-of-sale and product packaging solutions for national retail clients.
- Won "Bravo Award" for a full design execution of ExxonMobil's campaign

ADDITIONAL ROLES (SUMMARY)

Production Manager, Network Communications — Lawrenceville, GA 1996 - 1997

Graphic Designer, Aquent — Atlanta, GA 1996 - 1998

Art Director, Hattiesburg American — Hattiesburg, MS 1994 - 1996

EDUCATION

University of Southern Mississippi
Graphic Communication