

# 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

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## 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