

ALYSSA TEMPLETON

Senior Art Director & Designer

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ABOUT

I'm an Art Director & Designer currently based (but also born & raised) in metro-Detroit. I have 8 years of experience working in advertising in an agency atmosphere. My true passion is design and I love creating content for social.

A few brands I've worked on include: Ford, Cadillac, Buick, Source Naturals, Dow Chemical Company and Jakafi.

EXPERIENCE

Senior Art Director, July 2023 – present

NEON, An IPG Health Company, Remote, US

- Design cohesive campaign materials for print, social and digital, while applying best practices for each medium.
- Plan shoots from start to finish, from initial set design to post-production editing and on-screen graphics.
- Demonstrate understanding of the project brief and reiterate the strategy to the clients during presentation of work.

Senior Art Director, May 2021 – July 2023

VMLY&R, Detroit, MI

- Design website layouts for Ford.com that clearly communicate each vehicle's specific brand and marketing strategy.
- Select talent, props and shoot locations that feel true to each of the vehicles during product photoshoots.
- Provide visual direction to photographers on set, retouchers post-production and developers during website creation.

Art Director, Oct 2019 – May 2021

Leo Burnett, Troy, MI

- Conceptualize social campaigns that utilize features unique to each social platform.
- Push creative in email designs, while staying within the limitations of CRM.
- Collaborate with other agencies to create consistent campaign messaging across all medias.

Junior Art Director, Oct 2018– Oct 2019

Agency 720, Detroit, MI

- Create logos unique to location for Chevy dealerships.
- Design, animate and resize assets for social ads.
- Create online ads and website layouts for promotions and sweepstakes.

EDUCATION

Bachelor of Fine Arts, Central Michigan University

Mount Pleasant, MI

SKILLS

- AI (Midjourney, ChatGPT, Google Gemini)
- Adobe Suite (Photoshop, InDesign, Illustrator, After Effects, Bridge)
- Figma