

BRETT DOUGALL

Creative Director / Art - Dallas, Texas

dougallcreative.com

SUMMARY

- Creative Director with 25+ years experience building results driven content strategy and creative assets for clients throughout various business sectors including: Dunkin', FedEx Office, MasterCard, Nokia & RugDoctor.
- Managed and built a team of creatives by 35% to produce the entire brand portfolio for a line of Samsung Galaxy products with a 4-month launch timeline.
- Co-Founder and Creative Director of Black Lab Creative translating clients' strategic goals and objectives into creative solutions across multiple mediums to reach goals.
- Created and continue to manage the overall tonality of the brand and all media touch points as Co-Founder and Creative Director of 1818 Spirits that produces the award winning spirit - Marsh House Rum.

CONTACT / PORTFOLIO

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- in LinkedIn

SKILLS

- Creative Vision & Concept Development
- Creative & Campaign Strategy
- Brand Identity & Design
- Retail & Promotional Marketing
- Photography & Photo Direction
- Project Management
- Adobe Creative Suite
- MS Office / MS Teams Google Suite

PREVIOUS EXPERIENCE

Creative Director - Globe Runner
January 2017- May 2019 📍 Dallas, TX

Partner / Creative Director - Black Lab Creative
July 2008 - January 2017 📍 Dallas, TX

EDUCATION

Southern Methodist University
1994 - 1998 📍 Dallas, TX

Bachelor of Arts in Communication - Advertising
Kappa Sigma Fraternity - President

EXPERIENCE

Sr. Graphic Designer - AMN Healthcare
September 2023 - Present 📍 Coppel, TX

- Create visually compelling designs for various mediums, including both print and digital collateral, trade shows, web / social media and internal office art installations
- Manage and oversee multiple design projects simultaneously, ensuring adherence to project timelines and budget constraints
- Provide artistic direction and mentorship to junior designers, maintaining design consistency and elevating the quality of their work
- Collaborate with cross-functional teams such as marketing, product development, and content creation to understand their requirements and align design concepts with overall brand strategies

Creative Consultant - Go West Creative
March 2022 - October 2022 📍 Remote, Dallas

- Contracted as the lead designer for the 2022 Dunkin' Donuts and Baskin-Robbins National Convention in Las Vegas, NV, which attracted over 8,000 franchisee owners and vendors
- Collaborated with the Creative Director and client marketing team to create a unified tone for branding and presentation feel and flow
- Developed the brand standards and guidelines for the entire event
- Designed hundreds of illustrations, storyboards, and assets to distribute to animators, vendors, and other graphic designers

Group Creative Director - Cheil
February 2021 - January 2022 📍 Plano, TX

- Hired to grow a team of creative professionals by 35% over 5 months to work on the Samsung Galaxy national line of products - mobile, in-store retail promotions, consumer computing devices, and consumer email marketing
- Managed the team verticals (totaling 25 direct reports) ensuring client expectations and deliverables were aligned throughout all mediums
- Cultivated a supportive, no ego environment; inspiring, mentoring, and guiding individuals and teams with a transparent, cohesive vision resulting in no regretted attrition over my tenure
- Formulated short and long-term goals for each vertical and its team members; conducted annual performance reviews and assessed staffing needs against an allocated budget

