



# ALYSSA TEMPLETON

## ART DIRECTOR CREATIVE ADVERTISING

### EDUCATION

#### Bachelor of Fine Arts,

Central Michigan University  
Mount Pleasant, MI / May 2018

### ABOUT

Art Director who specializes in creating digital content.

### SKILLS



### PORTFOLIO



### EXPERIENCE

#### Senior Art Director

NEON, An IPG Health Company, Incyte

- Create separate streams of unique content for patients and health care professionals.
- Communicate clear art direction live on set, while translating client feedback to crew.
- Demonstrate understanding of disease states and strategy behind project briefs, when presenting to the client.

July 2023 - present

Remote

#### Senior Art Director

VMLY&R, Ford

- Create assets that are unique to each vehicle's marketing strategy, through selection of talent, props and shoot locations.
- Deliver visual direction for photography, retouching and website creation.
- Design creative website layouts for Ford vehicles, that work within existing limitations.

May 2021 - July 2023

Detroit, MI

#### Art Director

Leo Burnett, Buick / GMC, Cadillac

- Conceptualize social campaigns that utilize features unique to each social platform.
- Select graphics, talent and props in productions that maintain brand identity.
- Collaborate with TVC / campaign teams to create content specifically for social.

Oct 2019 - May 2021

Troy, MI

#### Junior Art Director

Agency 720, Chevrolet Tier II and III Agency

- Conceptualize logos for dealerships and Local Marketing Associations (LMAs).
- Design, animate and resize assets for social ads.
- Create online ads and website layouts for promotions and sweepstake.

Oct 2018 - Oct 2019

Detroit, MI