



Located:
Provo, Utah

ALEX VAUGHN

ART DIRECTOR | DESIGNER

alexvaughn.co



702.545.5785
@aevaughn

EDUCATION

2008-2013
Brigham Young University
BFA: Graphic Design

DESIGN IDEOLOGY

At their core, designers are creative strategic problem solvers with an eye for visual communication

HOBBIES

Kung Fu, video games, gardening, pizza eating, and note writing

EXPERTISE & SKILLS

ART DIRECTION
BRANDING
GRAPHIC DESIGN
LEADERSHIP
PRODUCTION
STYLING

PROFESSIONAL EXPERIENCE

ART DIRECTOR at 1-800 CONTACTS

Overall, as an Art Director for 1-800 Contacts' new business development team, I am responsible for brand development including leading the creative direction of visual content, from photo shoots to paid media campaigns. I bring a unique combination of creativity and marketing expertise to the table, allowing me to design and execute visually stunning campaigns that drive results. Whenever I am not building marketing assets I am working on our website and helping to optimize the user experience.

Job Responsibilities:

- Use teamwork to collaborate with cross functional departments to build out the company's latest subsidiary, Hello Eyes including brand development, web design, go-to-market strategy, and production implementations.
- Produce, style, direct, and execute all in-house photo shoots, ranging from product photography to fashion shoots.
- Design and build paid media campaigns, promotions, social media content, and web designs that drive results.
- Utilize creativity and marketing expertise to create compelling and effective visual content.
- Ensure all visual content is on-brand and aligns with the company's marketing strategy.
- Continuously research and stay up-to-date on industry trends, techniques, and best practices to maintain a competitive edge.

AUG 2020
to PRESENT

SENIOR BRAND DESIGNER at DOMO INC.

As a designer in the marketing department I spent most of my time creating assets for campaigns, internal branding, building landing pages, sales collateral, email communications, whitepapers, and art directing our user conference.

SEPT 2016
to AUG 2020

BRAND DESIGNER at ADOBE

I specifically worked for Adobe Document Cloud as a designer building out assets such as emails, landing pages, ABM campaigns, app store requirements, icons, and other web content. I also lead our team activities.

DEC 2014
to JULY 2016

GRAPHIC DESIGNER at AXIS41 (NOVELL)

I had the opportunity to be the lead designer for Novell before they were acquired. I managed all the assets being created for this client from top to bottom and had the chance to launch several campaigns.

AUG 2014
to DEC 2014