

Dotty Decant

Art Director

Employment History

Art Director at The Boston Globe, MA

Mar 2022 - Present

- Led a team of 15 designers in the development of an advertising campaign that increased sales by 25%.
- Managed a budget of \$2 million for art and photography projects.
- Negotiated with vendors to get discounts on materials, which saved the company 10% on costs.
- Hired and trained 3 new employees, who went on to win awards for their work.
- Developed an innovative design style guide that was adopted by other departments in the company.

Senior Art Director at WGBH, MA

Sep 2020 - Jan 2022

- Led a team of 5 designers in creating an award-winning ad campaign that increased sales by 15%.
- Successfully pitched creative concepts to clients on 9 occasions, resulting in new business worth \$1.2 million.
- Managed a budget of \$200,000 and delivered high quality work within the allocated budget.
- Worked with copywriters and other creatives to produce compelling ads that resonated with consumers.
- Provided art direction for photo shoots, ensuring that all images met the required standards.

Lead Art Director at The Museum of Fine Arts, Boston, MA

Jul 2015 - Aug 2020

- Led a team of 8 in the design and development of an annual report for a major corporation. The project was completed on time and under budget.
- Developed a new branding campaign for a large retailer that increased sales by 10%.
- Created a series of print ads that won multiple awards, including Best in Show at the New York Advertising Festival.
- Led the redesign of a website that resulted in a 25% increase in traffic.

Certificates

Certified Art Director (CAD)

Jul 2020

Certified Digital Marketing Specialist (CDMS)

Jun 2019

Memberships

American Institute of Graphic Arts (AIGA)

Society for News Design (SND)

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Education

Bachelor of Fine Arts in Graphic Design at Massachusetts College of Art and Design, Boston, MA

Aug 2010 - May 2015

Some skills I've learned are: how to use industry-standard software, how to think critically and creatively to solve problems, how to work independently and as part of a team, how to communicate effectively with clients and other designers, and how to present my work professionally.

Links

[linkedin.com/in/dottydecant](https://www.linkedin.com/in/dottydecant)

Skills

Adobe Creative Suite

Photography

Graphic Design

Typography

Layout and Composition

Color Theory

Languages

English

French