



DUSTIN AMES

Los Angeles, California

(310) 210-5024 • hello@dustinam.es

www.linkedin.com/in/dustinames • www.dustinam.es

CREATIVE ART DIRECTOR & DESIGNER

Award winning Creative Art Director and designer with a proven record of success managing art projects from conception to delivery with a high level of quality. Strong knowledge of tools, technologies, and resources available to solve marketing problems with artistic and appealing results. Recognized as a visionary in designing brand stories that connect with customers across a range of industries. Skilled at communicating effectively with individuals of diverse backgrounds and varying levels of technical knowledge. Strong leadership and managerial skills, with the ability to empower employees to perform productively and efficiently. Successfully directed the Design Internship program at OC Weekly, empowering college students to seek careers in design and photography. Designed, built and photographed multiple books including the art photography for *Hello Kitty*, *Hello Art!*, designed the companion book for the *Beyond the Streets* art show in downtown Los Angeles, laid out *My Life and Toys* and rebuilt from scratch *Born in the Bronx*, a book detailing the start of hip hop in New York in the 1970s. Top clients have included Hedley & Bennett, Yes Plz Coffee, Sanrio, Inc., Hamilton Beach, Dodge, and the estates of Jimi Hendrix and Marlon Brando. Instrumental in securing large contracts including Kenneth Cole Reaction and Hudson Bay Company. Winner of numerous awards for artistic design.

AREAS OF EXPERTISE

GRAPHIC DESIGN & ART DIRECTION

WEBSITE DESIGN & LAYOUT

PHOTOGRAPHY & PHOTO EDITING

MAGAZINE/BOOK DESIGN & LAYOUT

PRODUCT BRANDING & MARKETING

PROJECT MANAGEMENT

PRINT PRODUCTION/FILE MANAGEMENT

COPYWRITING, TYPESETTING & PRINTING

STAFF LEADERSHIP & MANAGEMENT

Technical Skills: InDesign, Photoshop, Illustrator, Adobe Creative Suite, HTML, Cascading Style Sheets (CSS), WordPress, Microsoft Office, Studio Lighting, Styling, Social Media, UX/UI

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

LOS ANGELES, CA

Coursework in Computer Science, Business, Music & Political Science

1999 – 2004



WORK HISTORY, PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS

FREELANCE ART DIRECTOR & DESIGNER, LOS ANGELES, CA

October 2017 – Present

Deliver creative and artistic designs and services to assist client companies in promoting and marketing their brand with a high level of success. Work closely with client leadership in developing marketing strategies that connect with targeted audiences. Utilize a range of software programs, photography, and tools to create websites and marketing materials that are inspirational and uniquely creative. Successfully manage art projects through the various stages to deliver quality end products on schedule and within budget.

Key Achievements:

- Rebuilt, re-typeset and expanded *Born in the Bronx*, a photo book about the emergence of hip hop in New York City in the 1970s. Publishing at the end of 2020 by 1xRUN.
- Laid out and typeset *My Life and Toys*, a book about the career of Hollywood writer, director, and producer Brian Levant and how it led to building a massive toy collection. Publishing at the start of 2021.
- Handled art direction and design for YesPlz, a direct-to-consumer subscription coffee roaster. Designed 50 issues of a weekly specialty zine sent to subscribers. Worked with print bureau to ensure top-quality printing.
- Design and IT consultant for West Coast Naturals, a natural food processing company. Designed and handled the installation of security system and cameras, built out the company's internal network that spans across two separate buildings, and design marketing and business collateral including logo design and photography.
- Designed the companion book for the *Beyond the Streets* art show in downtown Los Angeles. Applied extensive knowledge and skill in copywriting, typesetting, and printing to produce the 500 page book containing essays, interviews, musings and over 1,100 images.

OC WEEKLY, ORANGE COUNTY, CA

May 2013 – October 2017

Art Director

One of the largest newspapers in Orange County.

Directed multiple projects simultaneously while managing a team of photographers, illustrators, and designers in producing a weekly publication of cultural, political, and historical topics. Oversaw all work produced by the editorial staff to ensure delivery of fresh and creative designs that showcased featured articles. Streamlined processes to utilize workforce more efficiently. Managed the Design Internship program and provided training and support to students interested in studying design. Created custom websites for special issues.

Key Achievements:

- Provided the photography, artistic design, and layout for 213 consecutive issues.
- Awarded first place for 'Best Photo Essay' and 'Best Cover' in 2018 and 2017.
- Won third place for 'Best Cover' in 2018, second place in 2017 and 2016, and first place in 2015.
- Awarded first place for 'Best Headline' in 2014.

BRAND SENSE PARTNERS, LOS ANGELES, CA

June 2011 – January 2013

Art Director

Multi-tiered branding and marketing agency focused on consumer products and fashion.

Collaborated with the Strategic Alliances, Product Development, and New Client Acquisition departments in strategizing the creative direction for pitch decks, style guides, trade show materials and product designs. Redesigned the Brand Sense Partner's website to reflect the company's new direction and goals. Worked closely with clients including Hamilton Beach, Dodge, and the estates of Jimi Hendrix and Marlon Brando in promoting their brand to targeted audiences. Designed the trade show graphics and booths to acquire new clientele. Collaborated with the in-house agency, POP Studio, to secure large contracts including Kenneth Cole Reaction and Hudson Bay Company.

RHODES PUBLICATIONS, LOS ANGELES, CA

April 2006 – January 2011

Production Manager/Director of IT