ALIE JACKSON

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SOFTWARE

Illustrator
Photoshop
InDesign
After Effects
Premiere Pro
Lens Studio
Spark AR
Blender

SKILLS

Creative Director
Motion Graphics
2D Animation
Illustration
Branding
Typography
Retouching
Sound Design
Video Production
Production Design
UI Design
Social AR
Editing

EDUCATION

Stephen F. Austin State University
BFA in Advertising
Minor in Photography
2010

EXPERIENCE

11.2021 - Present | Senior Creative Director (Previously Creative Director)
Austin FC - Austin, TX
Lead the Design, Photo, Video, and Social teams for Austin FC, Q2 Stadium, and the 4ATX Foundation. Oversee long term projects and daily needs across all touch points of the Austin FC brand in a fast-pace environment. Manage a multidisciplinary team of creatives that consistently lead the MLS in social engagement, retail sales, industry-first marketing initiatives, and the longest sellout streak in league history. Executive produce brand campaigns, editorial shoots, merch brand collaborations, live content, partnership assets and more. Chip in and help with design, photo, video, and motion graphic needs for special projects and campaigns.

2008 - 11.2022 | Freelance Creative
Art Direction, Design, Augmented Reality, Illustration, Motion Graphics, Animation
Clients: Nike + Jordan, Sony Pictures, Lionsgate, Paramount, Snapchat, Laundry Service LA, Mcgarrah Jessee x Whataburger, Media Monks, Lama Six, Fun Fun Fun Fest, Footaction

09.2020 - 11.2022 | Senior Art Director + Creative Lead
Project C - Austin, TX
Oversee the day-to-day social and digital ad media creative team giving guidance and direction to designers, developers, and motion graphics artists. Lead the creation of decks, social strategy, and creative efforts for various pitches. Work closely with the Director of Production to create schedule and allocate resources for campaigns and creative deliverables. Establish the initial look and feel of a campaign through design and motion graphics. Communicate with clients and vendors through the entire life cycle of a project.
Clients: ABC, HULU, Disney+, FX, Wondery, Supercell, and more.

01.2019 - 09.2020 | Senior Art Director + Animation Director
Arts + Labor - Austin, TX
Provide Art Direction for digital, social, experiential, and broadcast campaigns. Develop concepts and illustrate storyboards for commercial shoots and pitches. Direct animation projects from concept though post production. Lead production design efforts and prop styling for video and photo shoots. Coordinate with hair, makeup, wardrobe, and 3rd party production design teams in pre-production and on-set to ensure the look and feel is consistent and on-brand. Communicate with client throughout the life cycle of a campaign.
Clients: Austin Music Awards, Visit Austin, Austin Film Society, Dell, Indeed, Austin FC (4ATX)

04.2013 - 01.2019 | Digital Art Director + Lead Designer
Project C - Austin, TX
Created a visual voice for campaigns while managing multiple projects across digital disciplines. Communicated with clients throughout the entire life cycle of the campaign. Lead the design and production of creative deliverables in a fast-paced environment. Oversaw and mentored a team of designers. Established a process for asset organization and creative deliverables.
Clients: Marvel, Disney, FX, ABC, Warner Brothers, Paramount, Universal, Lionsgate

01.2012 - 03.2013 | Designer & Asset Coordinator
Ryan Partnership - Chicago, IL
Designed email and print collateral for Home Depot and Office Depot. Additional responsibilities included asset management, stock purchasing, trafficking, and pre-press production.

NOTABLE AWARDS

Marketing Team of the Year 2022
Major League Soccer

ADDY Judges Choice & Gold 2020
Austin Film Society Bumper: Animation

ADDY Gold Award 2021
Austin Music Awards: Single Event

Grand Clio 2017
AHS 6: TV Integrated Campaign

Gold Communicator 2016
Guardians GIF Maker Micro-site

Grand Keyart 2015
Despicable Me 2 Integrated Campaign