



Dana Allison-Hill
dana.allisonhill@gmail.com
816.812.3405
danadoesdesign.com

I'm an experienced Art Director and manager with a diverse track record of successfully designing and marketing publications and products for a variety of audiences via print and e-commerce. My goal is to join an enthusiastic team who is as excited to create awesome solutions for clients and customers.

FREELANCE as Dana Does Design

Graphic Design and Art Direction, 2003–Present

Offering design, brand strategy, art direction and consulting for a variety of clients.

MERSEA

Art Director for Home and Beauty Product Development and Director of Creative Services, 2/2021–10/2022

- This position was new and created for me, after I began freelancing full time for MERSEA in September, 2020.
- Led art production team of three designers in executing vision for collections, producing original art and surface patterns for product as well as designing product packaging for MERSEA and private label collections.
- Worked with the Product Development team to produce product collections for MERSEA, Anthropologie and The Masters, including packaging and product design, art direction and copywriting.
- Partnered with the head of Product Development to create processes and timelines for development and art production. Our work led to faster approvals and better communication with overseas and domestic vendors. Product production timelines improved leading to getting product to Anthropologie on time, in a global supply chain crisis.
- Created process for proofing packaging collateral, using industry standard methods. Improved color results for proofing in the office, and communication of expectations with vendors.
- Improved MERSEA's wholesale catalogs by following print design standards, improving color reproduction and reduced issues at press time. Produced twice yearly catalogs to coincide with wholesale gift markets.
- Assisted the Digital Manager by designing retail emails and online ads in Figma.

DEMDACO®

Associate Art Director, 4/2015–11/2019

- Position focused on partnering with the Marketing and Product Development managers to develop strategy and art direction of print and digital marketing needs for DEMDACO B2B and B2C business.
- Led production and art direction of 500+ pages of printed catalogs twice a year, overseeing full-time and freelance designers and a writer responsible for production of catalogs, while evolving the design and adhering to brand guidelines. Prepared catalogs and other printed marketing collateral for press, working directly with printers' pre-press teams on revisions and approvals.
- Responsible for establishing and communicating schedules for photography and catalog production in coordination with Creative Services project manager.
- Managed budget for all print production and creative freelancer needs within Creative Services. Chose and negotiated contracts with printers and freelance designers. Worked with the in-house photographer negotiating talent and location fees and contracts.
- Worked directly with the product development managers and designers to develop the marketing for new products.
- Wrote style guide for product photography and worked remotely with studio in China to produce images of 2,500+ new products twice a year for print and online. Collaborated with freelance and in-house photographers to produce lifestyle photography for print and e-commerce, as well as print and digital advertising, showrooms, emails and

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EDUCATION

University of Kansas
BFA in Visual Communications,
with a Graphic Design emphasis

RECOGNITION

- *KC Magazine* awarded Print Publication of the Year, 2014 Media Mix
- ASAE *Daily Now* received the Award of Excellence in the “Most Improved Magpapers & Newspapers” category, 2012 APEX Awards
- “Holidays in Lawrence” special section for *The Kansas City Star* awarded “Best Ad Idea or Promotion of an Advertiser,” 2005, Missouri Press Association

VOLUNTEERISM

- 2019–Present
Lead to Read—Reading Mentor for 2nd and 3rd grade students in Kansas City, Missouri schools
- 2020–2022
AIGA KC Chapter Board Member, Director of Gala - Competitions

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social media. Worked with outside partners including Hallmark to produce photography and marketing of DEMDACO products for their customers.

- Executed design strategy for 2016-17 pivot to DEMDACO name representing all company owned B2B and B2C business. Effective branding for marketing collateral increased name recognition and positioning as a leader in the gift industry.
- Initiated redesign of DEMDACO’s wholesale catalogs in 2019 including reducing dimensions to letter size, resulting in a 15% savings in paper cost, and a reduction in shipping costs to DEMDACO’s salesforce and showrooms.
- Art directed brand refresh, including B2B and B2C brand guidelines in 2019. The updated logo and branding began rolling out in Spring of 2019 prior to launching online subscription boxes and opening of their flagship store.

KC Magazine, Anthem Publishing, division of Anthem Ventures Art Director, 6/2013–2/2015

Led redesign of print edition and thisiskc.com with editorial and sales teams to reach a broader KC metro readership interested not only in local culture and philanthropy, but also luxury local retail and dining. Rebrand increased advertising revenue and retention in print and online, as well as increasing attendance at branded events.

TriStar Event Media

Graphic Designer, 1/2009–5/2013

Managed art direction and design of daily newspapers and magazines in-office and on location for medical association annual meetings, traveling to 6-8 events per year. Worked with editor, writers, photographers and the client to produce an engaging publications. Worked with partners on UI/UX design for meeting apps by designing unique icon sets for clients’ individual needs.

Bryant, Lahey & Barnes Advertising & Marketing (Acquired by Auman Mack)

Graphic Designer, 1/2007–1/2009

Designed print and digital advertising, marketing, B2C catalog and packaging solutions for Schering-Plough, Multimin, Cooper’s Best and other agricultural and companion animal pharmaceutical accounts.

Townsend Communications

Art Director, 8/2006–1/2007

Primary role as Art Director and production for *At Home in the Northland* lifestyle magazine, featuring the North KC metro area, working closely with the Editor-in-Chief and ad sales. Art directed and photographed feature stories and produced ads for the magazine. Also produced several magazines for college recruitment in high schools, including the launch of a college recruitment publication for home-schooled students.

The Kansas City Star, Special Sections and Promotions

Graphic Designer, 3/2004–8/2006

Teamed up with ad sales, writers and photographers to design special sections for a variety of businesses in the Kansas City metro for *The Kansas City Star*. Designed marketing materials to promote Star subscriptions, sponsored events, community programs, and the *Spaces* magazine launch.