



dana allison-hill
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danadoesdesign.com

EXPERIENCE

Freelance as Dana Does Design

Art Direction and Graphic Design 11/2019–Present

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

DEMDACO®

Associate Art Director 4/2015–11/2019

Position focused on partnering with the Marketing team and Product Development managers to develop strategy and art direction of photography and layout design for catalogs, print marketing materials and digital needs for DEMDACO. Led development of creative strategies for five product categories with twice yearly product launches for B2B and B2C business.

- Led design production of 500+ pages of printed catalogs twice a year, with support from freelance design and copywriting team. Along with three other designers was responsible for layout of product category catalogs which included best-selling and new products, using a style library to maintain consistency and branding. 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. Worked closely with the project manager to schedule and assign other incoming requests for creative from throughout the company.
- Managed budget for all print production and creative freelancer needs within Creative Services. Coordinated with in-house photographer on budget because of overlapping responsibilities. Chose and negotiated contracts with printers, print production freelancers, as well as modeling talent and locations.
- Worked directly with business team and internal and licensed artists developing design of 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 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 business decision to focus on DEMDACO name for B2B and B2C business. Strategy led to more effective branding for marketing collateral and improved 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. New logo was rolled out in spring of 2019 in marketing, and on products beginning with the winter 2019 product launch and prior to launching online subscription boxes and opening of first retail 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 Kansas City readership interested not only in local culture and philanthropy but 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 design of daily newspapers and magazines in office and onsite for medical association annual meetings, traveling to 6-8 meetings per year. Worked with editor, writers, photographers and the client to produce an engaging publication each day. Worked with partners on UI/UX design for meeting apps by designing unique icon sets for client's individual needs.



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Bryant, Lahey & Barnes Advertising & Marketing (*Business was sold to Auman Mack*)

Graphic Designer 1/2007–1/2009

Designed print and digital advertising, marketing, catalog and packaging solutions for national and international agricultural and companion animal pharmaceutical accounts.

Townsend Communications

Art Director 8/2006–1/2007

Art director and designer for *At Home in the Northland* lifestyle magazine, working closely with the editor-in-chief and ad sales. Art directed and photographed feature stories and produced ads for the magazine. Also designed several magazines for college recruitment, 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 salespeople, writers and photographers to design special sections for a variety of businesses in the Kansas City metro that were inserted into *The Kansas City Star*. Designed marketing materials to promote *Star* subscriptions, as well as sponsored events, community programs, and the *Spaces* magazine launch.

RECOGNITION

- *KC Magazine* awarded Print Publication of the Year 2014 by 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 awarded “Best Ad Idea or Promotion of an Advertiser” by the Missouri Press Association, 2005

EDUCATION

University of Kansas, School of Fine Arts

BFA in Visual Communications, with a Graphic Design emphasis

VOLUNTEER EXPERIENCE

- 2019–Present
Lead to Read, Reading Mentor for elementary students volunteering once a week.
- 2020–Present
AIGA KC Chapter Board Member —Director of Gala - Competitions

TOOLS & APPLICATIONS

Adobe Apps

- InDesign
- Photoshop
- Illustrator
- Sketch
- Acrobat

CMS (Content Management System) experience, website design in Wordpress and Wix. Basic CSS and HTML

Other Tools

- Box Cloud Content Management
- Collaboration Apps: Asana, Basecamp, Microsoft Teams, Slack
- Easy Catalog database management plug-in for InDesign
- Microsoft Office
- Procreate
- webDAM - digital asset management software
- Centric PLM (Product Lifecycle Management) Database
- Kodak InSite