



ALLISON WAGNER

Multifaceted creative with 10+ years of professional art direction and design experience, based in Seattle, Washington.

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PORTFOLIO
allison-wagner.com

EDUCATION

Bachelor of Arts, Graphic Design

Western Washington University

SKILLSET

Design & Technical skills

- Adobe Creative Suite
- Adobe Firefly
- Art direction
- Artificial intelligence (AI) art prompting
- Concept development
- Content creation
- Figma
- Graphic design
- Keynote
- Mood board creation
- Photo and video direction
- Production design
- Storyboarding
- Styling
- UX/UI design
- Web design
- Wireframing

Soft skills

- Attention to detail
- Campaigns
- Communication
- Competitor analysis
- Copywriting
- Cross-functional collaboration
- Design thinking
- Leadership
- Presentation skills
- Problem solving
- Project management
- Social media marketing
- Strategic thinking

EXPERIENCE

Senior Art Director, Amazon

JULY 2022 TO PRESENT

As a creative lead on the Devices Brand Studio team, I lead the creative approach to online and offline touchpoints for Amazon devices including Echo, Fire TV, new-to-world products, and associated Alexa services. I developed a photography and video playbook that is used organization-wide to inform visual consistency across lifestyle photography, detail page videos and CGI content, delivering a more consistent customer experience for the portfolio of products and services. I partner with cross-functional teams and external vendors to turn innovative ideas into thoughtful and engaging solutions for customers, while also meeting business goals, raising the creative bar and aligning to brand guidelines.

Art Director, Amazon

APRIL 2019 TO JULY 2022

As an Art Director on the Cross-Channel Marketing Team (XCM), I interpreted, concepted and executed creative briefs from kickoff to final delivery; directed photos and video on set; and oversaw the execution of creative assets for onsite, out-of-home and social media. I partnered with cross-functional teams to innovate on behalf of Amazon's Retail Brand. Some of the projects I supported include: seasonal events, Prime Day, cultural events, private label furniture, Amazon Fashion and Amazon Home.

Associate Art Director, Amazon

MARCH 2017 TO APRIL 2019

As an Associate Art Director on the Cross-Channel Marketing Team (XCM), I led photo art direction on set and developed campaign concepts for go-to-market products and services. I designed traffic drivers, social media assets, event style guides and web layouts and served as a liaison between retail business teams and design.

Web Designer, Nordstrom

NOVEMBER 2014 TO MARCH 2017

As a lead designer for the Beauty category, I collaborated with the marketing team and designed elevated and on-brand takeovers that were used onsite, in emails and as traffic driver to entice customers with visually appealing and engaging designs.

CREATIVE INVOLVEMENT

Content Creator, West Coast Aesthetic

SEPTEMBER 2014 TO PRESENT

West Coast Aesthetic is a blog and creative outlet that features fashion, travel, and lifestyle content. I am responsible for brand outreach and partnerships, content creation and strategy.

Notable collaborations: HGTV, Domino Magazine, W Hotel, The Venue Report, Buick, Mejuri, Grand Pacific Resorts, Glitter Guide.