

Carson Wallingford

Associate Creative Director
Art Director
Graphic Designer

EXPERTISE

- B2C | B2B
- CRM
- Email
- Direct Mail
- Paid Media
- Social Media
- Print
- Video Storyboards

STRENGTHS

- Creative problem-solving
- Critical thinking
- Strong design intuition
- Storytelling
- Teamwork and collaboration
- Mentorship and coaching
- Strategic planning and execution
- Project management

SUMMARY

With over 20 years of experience in the agency art world, I've thrived on bringing creativity to life through conceptual thinking, nurturing teams with compassionate leadership, and pushing brands beyond their comfort zones.

EXPERIENCE

Freelance Art Director/Graphic Designer | Bolingbrook, IL

- 2023 - Current*
- Collaborate with clients to deliver visually impactful designs for print and digital.
 - Manage multiple projects under tight deadlines while ensuring adherence to brand guidelines.

Associate Creative Director, Art

Hawkeye, a Publicis Agency | Bolingbrook, IL

- 2019 - 2023*
- Led creative direction for AT&T Business and FedEx, overseeing projects across email, direct mail, print, social, and paid media channels.
 - Motivated and mentored a team of 5+ direct reports, providing guidance and support for professional growth.
 - Conducted client interactions and presentations, led design efforts, and maintained quality control.
 - Focused on fostering a collaborative, innovative, and free-thinking environment.
 - Spearheaded high-level initiatives and pitch opportunities to achieve client objectives and drive business success.


Associate Creative Director, Art

Epsilon | West Chicago, IL

- 2013 - 2019*
- Led creative direction for AT&T Digital Life, AT&T DirecTV, and AT&T Business accounts across various media channels.
 - Participated in multiple business-winning pitches with innovative concepts and strategic design elements.
 - Supervised a diverse team of 5+ direct reports, providing leadership, guidance, and conducting performance reviews.
 - Oversaw design processes, ensuring high-quality standards and timely delivery of creative assets.

 www.carsonswork.com

 [Carson Wallingford](#)

 adrahcarson@yahoo.com

 773.715.3005

Carson Wallingford

Associate Creative Director • Art Director • Graphic Designer

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe XD
- Sketch
- Microsoft Office
- Google Workspace

INTERESTS

- My dog, Chance
- Animal rescue
- Wisconsin Badgers
- Travel
- Documentaries
- Binge-watching
- Funko Pops

Senior Art Director

Epsilon | West Chicago, IL

2010 - 2013

- Managed AT&T Consumer and U-verse accounts, ensuring consistency in email, direct mail, and print.
- Played a key role in pitches, strategically aligning concepts with client objectives and brand standards.
- Implemented quality control to meet client expectations.

Art Director

Aspen Marketing | West Chicago, IL

2007 - 2010

- Managed projects for AT&T Consumer across email, direct mail and print.
- Developed high-level concepts and contributed to client pitches.
- Actively contributed creative ideas in brainstorming sessions.

Art Director

Grey Group | Downers Grove, IL

2006 - 2007

- Created engaging designs for Discover, LasikPlus, and United Airlines.
- Managed print preparation tasks, ensuring materials were production-ready.

Jr. Art Director

Euro RSCG | Chicago, IL

2003 - 2006

- Supported Citi, Humane Society, Sears, and Kmart.
- Assisted senior team in creative development and execution.

EDUCATION

University of Wisconsin-Madison


Bachelor's Degree

Interarts & Technology

1998 - 2002

 www.carsonswork.com

 [Carson Wallingford](#)

 adrahcarson@yahoo.com

 773.715.3005