



JARED DUNN

CREATIVE LEAD & DIGITAL OPERATIONS

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15+ years of experience directing end-to-end studio production and creative strategy for major corporate brands. Proven track record of architecting scalable production workflows and creative engines that drive triple-digit growth. Skilled in cross-functional collaboration, high-stakes digital production, and translating leadership goals into brand-consistent systems.

Technical Skills & Expertise

Management & Strategy

Creative Project Management, Cross-Functional Leadership, Stakeholder Management, Campaign Strategy, Asset Optimization, Brand Governance, Budget & Resource Alignment, Workflow

Design & UX

Figma, Adobe Creative Suite (After Effects, Premiere Pro, Photoshop, Illustrator, InDesign), Visual Storytelling, Motion Graphics, Design Systems, HTML/CSS, CMS (Content Management Systems)

Creative Strategy

Art Direction, Visual Identity, Brand Strategy, Data-Driven Design, A/B Testing, User Experience (UX), Prototyping & Wireframing

Education

Louisiana State University
BFA: Digital Arts & Media
Minor: Business Administration

Professional Experience

DIGITAL CONCEPT DESIGNER

THE HOME DEPOT - ATLANTA, GA - 2022-PRESENT

- **Data-Backed Design & Guidance:** Provide creative guidance and strategic direction to transform content research and insight into high-performing digital frameworks. Redesigned the main app adoption page dropping bounce rates 70% and exit rates 60%, and drove a 1% YoY increase in gross demand.
- **Creative Catalyst:** Champion high-level design strategy to leadership and stakeholders, driving the creative direction for design teams to guarantee seamless, unified brand execution.
- **Design Operations & Scalability:** Develop standardized After Effects modules and organized asset libraries to reduce the design team's turnaround time while maintaining brand governance.
- **Strategic Campaign Alignment:** Translate complex business and merchant goals into high-impact digital campaign frameworks. Evolved the 'Pro Forecast' creative strategy, which directly drove a 300% revenue jump QoQ.
- **Establish Foundational Web Templates:** Architected the core template framework used for a large, 61-page web migration, resulting in a 14% lift in page views and a 487% spike in user tool interactions.

GRAPHIC DESIGNER

THE HOME DEPOT - ATLANTA, GA - 2017-2022

- **Campaign Strategy:** Worked directly with internal Merchants and stakeholders to translate paid ad space objectives into strategic content plans and cohesive visual layouts.
- **Art Direction & Production:** Directed conceptual planning, product scheduling and timeline management for aspirational lifestyle photography across regional and national print features.
- **Accountability & Operations:** Managed a high-volume project queue under tight deadlines, maintaining strict quality assurance and attention to detail across all print deliverables.

CREATIVE MARKETING COORDINATOR

OZONE BILLIARDS - KENNESAW, GA - 2014-2016

- **Video Production:** Handled end-to-end production for 60+ digital video assets that accumulated 4M+ views within a two-year period, managing the filming, final cut and post-production distribution.
- **Campaign Optimization:** Conceptualized and implemented strategic A/B testing for digital marketing campaigns, optimizing user interaction and elevating click-through rates.
- **Live Broadcast & Asset Direction:** Orchestrated the creative assets and live-stream broadcast production for the WPA World Artistic Pool Championship, managing on-screen graphics, real-time video editing, and complete broadcast branding.
- **Internal Studio Management:** Established a fully operational photo studio from the ground up within a warehouse facility; managed all equipment budgeting and sourcing for cameras, lenses, and lighting.
- **Inventory Logistics:** Partnered with Senior Warehouse Manager to establish a seamless process for pulling and tracking inventory, successfully directing and executing quick-turnaround shoots for hundreds of products under tight weekly deadlines.

Additional Professional Experience

PROPERTY DEVELOPER

GEAUX KAI | NEW ORLEANS, LA - 2020-PRESENT

- **End-to-End Project Management:** Oversee the full lifecycle of residential acquisitions and renovations from initial financial scoping and construction management through final tenant placement.
- **Budgeting & Resource Allocation:** Balance project budgets and resourcing by securing institutional financing and managing cash flow to ensure maximum asset ROI.
- **Operations Leadership:** Lead and schedule cross-functional teams of specialized tradespeople; handle all negotiations, resolve compliance issues with local government offices, and ensure accountability on-site.