

ALLISON BENNETT

creative director ⚡ allison.bennett.creative@gmail.com ⚡ Portfolio online at allisonbennett.me

WORK EXPERIENCE



CREATIVE DIRECTOR

Amazon Prime Video
2020-present

ART DIRECTOR

Amazon Prime Video
2015-2019

- Lead the US Prime Video Art Director team, with a creative scope covering Prime Video Channels, Rent or Buy Store (TVOD), and Included with Prime Content (SVOD)
- Deliver original digital marketing campaigns that represent complex Prime Video offerings in simple and compelling digital creative solutions
- Work with premium external partners to visually represent their brands, shows, and movies on Prime Video – including HBO, CBS, SHOWTIME, STARZ, Disney
- Work directly with multiple internal marketing stakeholder teams to understand their needs through creative briefs. Deliver on a wide scope of creative from email banners, to direct mail pieces, to full integrated marketing campaigns including static assets and sizzle video art direction
- Collaborate with design, copy, and producer peers on our creative team, always raising the bar for each other, lifting each other up, and keeping the team culture about having fun while growing professionally
- Strategize, implement, and deliver results on major design efficiency initiatives saving thousands of design production time across multiple Prime Video business units
- Drive strategic creative decisions based on data



MULTIMEDIA DESIGN SPECIALIST

University of Nebraska–Lincoln
Educational Media Department
2012-2015

- Owned process and creative execution for print and digital solutions from end to end. Created own process for meeting with clients, establishing and deciphering their needs, and delivering on final creative working collaboratively with copywriters.
- Projects included website designs for the Agriculture college and Nebraska Invasive Species Unit, original illustrations for Food Processing Center print marketing materials, user interface and illustration design for an educational kiosk at the Nebraska State Fair, layout and illustrations for a feature spread in the Omaha World Herald newspaper about Nebraska Extension Education.



GRAPHIC DESIGN LEAD

Automated Systems Community Banking Software
Marketing Department
2009-2012

- As the lone wolf creative at this small software company, I owned reworking marketing collateral including sales print materials, B2B direct mail concepting and design, full redesign of the company website, and digital, print, and visual identity creative for the company's annual customer conference
- Created and implemented a scalable icon system to represent the company's line of banking products
- Invented and implemented a new service at the company – bank web design services. I created a scalable template menu for bank customers to choose from that allowed me to efficiently redesign websites for over 30 of our community banking clients, resulting in company profits and strengthened customer relationships with the company

EDUCATION

UNIVERSITY OF NEBRASKA-LINCOLN

Double major in advertising and graphic design - 2005-2009

Bachelor of Arts – Hixson-Lied College of Fine & Performing Arts
Bachelor of Journalism – College of Journalism & Mass Communications
Concentrations in English and Psychology

CLIFTON STRENGTHS

Achiever
Arranger
Maximizer
Adaptability
Relator