

GARRETT DOLL

Senior Designer, Art Direction | Campaign Design | Entertainment Advertising

Brooklyn, NY | GarrettDoll.com | GarrettDoll@gmail.com | (509) 251 5217

I take campaigns from the first concept through the final execution, designing the key art and directing its rollout across every format. I don't just support the concept, I build the visual identity that carries it.

SELECT CLIENTS

Wicked, The Lion King, Aladdin, Cats: The Jellicle Ball, The Tony Awards, The Outsiders, One World Trade Center, New York Philharmonic, Chamber Music Society of Lincoln Center

CORE EXPERTISE

Campaign Design, Creative Strategy, Brand Identity, Entertainment Marketing, OOH and Large Format, Motion Design, Presentation Design, Client Pitching, and AI Assisted Production

EXPERIENCE

SERINO COYNE

Senior Designer | 2019 - Present

- Direct key art, campaign concepts, and OOH and transit executions for Broadway productions, including Wicked, The Lion King, Aladdin, and The Outsiders, guiding each one from the first look reveal all the way through opening night.
- Pitch campaign directions alongside creative directors for productions and cultural institutions such as the Tony Awards, New York Philharmonic, and Chamber Music Society of Lincoln Center, presenting concepts directly to clients.
- Carry a single campaign concept across Times Square spectacles, transit takeovers, print, digital, and environmental media, keeping the visual identity consistent across dozens of formats.
- Manage concurrent campaigns for multiple productions at a time against fixed dates, including marquee reveals, theatre design, and opening nights, without missing a launch.
- Use AI tools during concepting and production to speed up mockups and pitch decks, so more concept directions reach the client in each round.

BANNER MARKETING

Graphic Designer | 2016 to 2019

- Designed national print, digital, retail, and promotional campaigns for major appliance and furniture brand suppliers, including graphics for Samsung, Whirlpool, Maytag, Frigidaire, Ashley Furniture, Tempur-Pedic, and La-Z-Boy.
- Partnered with marketing and production teams to take campaigns from concept through final production while keeping brand consistency across a wide client roster.

EDUCATION

B.A. | Visual Communication and Design | Eastern Washington University

TOOL-KIT

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, AI, Print Production, Motion Design