

# Paige Goesser

Art Director

paigegoesser.com (password: supersecret)

paigegoesser@gmail.com

University of Oregon

B.S. Advertising

B.S. Digital Arts

## **Senior Art Director /**

### **Death of Bad**

April 2019 - September 2022

A small agency making exceptional work for big names: Apple. Twitter. Mercari. Secfi. Ripple. Oculus. In addition to all of the reference gathering, comping, and design tasks you might expect from an Art Director, I have extensive writing experience and a knack for developing strategic visuals that address complex business objectives.

## **Art Director /**

### **HAYMAKER**

October 2017 - March 2019

Forged in the fires of true startup culture: scrappy, fast-paced, problem solving, learning on the job, self-starting, and wearing all of the hats. Social media, new business pitching. Clients: Reef. Eagle Creek. Truth.

## **Creative Lead /**

### **Science&Memory, University of Oregon**

May 2015 - June 2017

Engaging audiences in difficult abstract ideas through storytelling. I worked as a creative lead on a climate change reporting project that won two Hearst Awards for Multimedia Journalism, exploring the intersection between climate science as it is done in the field and the experience the general population has through memory. Specific tasks included web design, project management, general creative, and typographic design.

## **Designer /**

### **University of Oregon, Various**

May 2015 - June 2017

Gaining a broad base of design skills. Pixel-pusher for all forms of collateral including banner ads, industrial design maps, posters, fliers, social media.

## **Campus Copy Manager /**

### **University of Oregon Printing & Mailing**

May 2015 - June 2017

I can help you convert your RGB designs to CMYK approximates for that one project the client swore would never need to be printed.