

Christi Dupree

LET'S GET IN TOUCH

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ASK ME ABOUT

*How a one-off joke led to me
taking improv comedy classes*

*The time I saved the day
on set with an air fryer*

My psychology degree

*The question I ask every musician I
meet before they sign my merch*

Making playlists based on prompts

My fiercest brand loyalty

*The time I manifested
a NASCAR driver's win*

SENIOR ART DIRECTOR

TMA | DALLAS, TX | SEP. 2022-PRESENT

- Leading a team of 6 creatives across 3 workstreams to develop social assets for Goodyear and Cooper Tires
- Doubling engagement rates from year to year by optimizing social creative
- Increasing video views by 500% from year to year
- Designing experiential spaces for events like Bonnaroo, NCAA Final Four, the Daytona 500, the Goodyear 400, and the Goodyear Cotton Bowl Classic
- Planning and overseeing photo and video shoots covering a wide range of subjects, including lifestyle, automotive, and music
- Collaborating with developers to concept and design websites for promotions
- Creating quick-turn social content with influencers and athletes

ART DIRECTOR

TMA | DALLAS, TX | NOV. 2020-SEP. 2022

- Led art direction for Goodyear's From Garage To Glory Competition
- Storyboarded and oversaw art direction of spots for brands like Yankee Candle and Roll by Goodyear
- Designed broadcast graphics and videos that aired on ESPN and FOX Sports
- Supported client partnerships with NASCAR, NCAA, The Cleveland Cavaliers, Inter Miami CF, X Games, KU, DoorDash and Waze
- Created point of sale elements for Pearle Vision, Goodyear, Campo Viejo, Absolut, and Pernod Ricard Bourbon Portfolio
- Illustrated, edited, and animated social assets for organic and paid social

ART DIRECTOR

TRACY-LOCKE | DALLAS, TX | AUG. 2019-OCT. 2020

- Storyboarded and directed lifestyle video and photo shoots
- Designed localized art for T-Mobile's emerging markets
- Concepted and designed localized event assets, including invites and swag
- Developed digital assets, such as branded Emoji icons and stickers for social
- Created digital and print billboards, direct mail pieces, digital ads, print ads and flyers

ASSOC. ART DIRECTOR

TRACY-LOCKE | DALLAS, TX | AUG. 2018-AUG. 2019

- Illustrated over 130 branded assets for an app
- Shot and retouched localized photography featuring actual T-Mobile employees
- Designed the pig for T-Mobile's 2019 Asian Lunar New Year sponsorship
- Developed branded swag to support T-Mobile events
- Styled wardrobe, created moodboards, sourced props, and oversaw talent on photoshoots