

KARISSA DINGUS

An unconventional thinker.

I thrive on breaking down complex ideas into elegant user-focused experiences across a wide spectrum of media. Drawing on empathy, research, and curiosity; I craft those experiences by balancing business needs with user objectives. I view the world through VR-colored glasses and believe that technology can revolutionize how people learn, communicate and create.

Info +

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UX/UI + Animation + Creative Direction

Experience +

2019 – Current
Congo Brands

Associate Creative Director

Video, photography and social lead for our family of brands, including Alani Nu, Stori, Culture, Azala, Bite Meals and more. Manage Photographer, Videographer, copy writers and Jr. Art Directors. Work directly with CCO to concept and execute social, video, photography, print and digital needs. Elevate the voice and tone of our current brands, while preparing new brands for launch. Plan and execute product, lifestyle, and conceptual photo and video shoots. Create small to large-scale digital systems and applications. Create presentations to get stakeholders to sign off on all creative. Collaborate with marketing teams, trademark teams, copywriters, fashion designers, printers, and food manufacturers to ensure brand standards, nutrition information, trademarks are met. Assisted in strategies to grow social followers from 400k to 500k.

2018 – 2019

Vidionix

Associate Creative Director

Responsible for the visual development of concepts throughout the entire lifecycle of a project to support content creation for our 3 pillars(video, emerging tech, and live events) which includes: facilitating discovery phases, storyboarding, UX/UI, wireframing, journey mapping, 3D/motion graphics, editing, and assisting in video shoots or live events as needed to assure timely, consistent delivery of content within budget, style, and messaging guidelines. Re-build our identity from a video production company, into an all-in-one experience partner.

2013 – 2018

Power Agency

UX/UI Designer

At Power Agency I worked on multiple teams within our creative and digital departments. I was first hired as a Digital Art Director to help clients like GE Appliances, GE Aviation, Interlogix, and Lennox build digital campaigns and experiences. I transitioned from Art Direction to UX/UI Design in an agile team. When Power wanted to invest in R&D; my experience in 3D, animation, and interactive design helped earn me a seat in the lab where I worked with our Unity developers to help clients explore experiential marketing.

2008 – 2013

The Visibility Company

Senior Multimedia Designer

As the Sr. Multimedia Specialist, I collaborated directly with our Flash developer to design our proprietary software application, Propel, a corporate wellness tool. Our focus was on creating applications, websites, and marketing materials that solved business problems for our clients while consistently supporting the development, updates, and demo versions of Propel.

Education +

2002 – 2004

Savannah College of Art & Design
BFA, Computer Animation

2000 – 2002

Louisville Technical Institute
AA, Multimedia Design

Skills +

- + Creative Strategy
- + Creative Direction
- + Low – High Fidelity Design
- + Prototyping (2D & 3D)
- + Personas/User Narratives
- + Storyboarding/Wireframing
- + User Research/Usability Testing
- + Motion Graphics
- + Illustration
- + Video & Photography Direction
- + Design Thinking

Software +

- + Sketch
- + Adobe Creative Suite
- + Blender
- + Touch Designer
- + Invision

