

# dylan bobier

*art director &  
design lead*

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Costume designer turned art director, visual and UI design lead; I've amassed experience across global automotive, fin-tech, telecom and technology clients. Working in theatre taught me the importance of **storytelling**, working in design taught me the importance of **craft**. These two principles guide all of my work. Let's chat about great novels, terrible musicals and the best running playlists.

## *experience*

### Turtle Design

**Freelance Design Lead & Art Director** Feb 2024 - Present

### Huge Inc

**Sr. Visual Designer** Jan 2022 - Feb 2024

Clients: YouTube, Google, Hublot, Ticketmaster, Playstation, Keysight

Key member of global design council for Google and Youtube product development

Led client workshops, executive reviews, ideations sprints for multiple products across both client design and business teams

Directed and executed new global design systems adhering to WAG AA accessibility standards for multiple brands

Lead designer on the Huge Global DE&I Report

### Critical Mass

**Art Director** Apr 2021 - Jan 2022

Clients: European Wax Center, Pfizer

Art lead on US national integrated campaigns including; broadcast, and photography

Art and design lead on all US AOR materials for personal care client

Led executive client meetings and facilitated client-agency relationship weekly

Created new digital design language for client web properties

**Sr. Designer** Nov 2019 - Apr 2021

Clients: Nissan, Infiniti, AT&T

Lead all design across two national automotive web platforms

Worked with tech and SEO leads to improve web platform metrics

Art directed experiential activation for national automotive brand

Delivered dev ready designs across all breakpoints and facilitated design QA of web and app projects on a weekly basis

**Designer** May 2017 - Nov 2019

Clients: Nissan, Infiniti, Citibank, Rogers, MLSE

## *strengths*

Storytelling	Art Direction	Motion Design
Leadership	Concepting	Print Design
Collaboration	Illustration	Brand Design
Strategy	Product Design	Systems Design

## *diversity efforts*

**Huge LGBTQ+ Affinity Lead** Jan 2023 - Feb 2024

As the group affinity lead I have advocated for queer employees across a global agency network, planned /executed virtual events and increased diversity within company culture.

Our pride events this year had the highest employee engagement of any observance month to date. Facilitated and booked prominent drag performer Sasha Colby for a sit down interview with the Huge CEO. Created a global employee panel discussion around the importance of intersectionality within the queer community.

## *education*

**Product Design | Post Graduate Certificate**  
Sheridan College

**Theatre Design | Specialized Hons. BFA**  
York University

## *socials*

For artwork @dylbydoodles

For personal @dylan.bobier