Dustin Marson

Director of Brand & Creative | Creative Leadership | Brand Strategy & Operations

Lonsdale, Minnesota dustinmarson.com | LinkedIn

PROFESSIONAL PROFILE

I'm a creative leader with more than 20 years of experience building brands, developing creative teams, and finding better ways to get good work done.

My career began in hands-on graphic design, web development, and multimedia production before growing into global brand management, creative operations, and in-house creative direction. That background continues to shape how I lead. I understand the work because I've done the work, and I believe good creative leadership depends on knowing when to provide direction, when to collaborate, and when to roll up your sleeves.

I'm especially interested in the intersection of creativity, technology, and process. From developing practical systems for creative teams to experimenting with generative AI, I enjoy finding ways to make ambitious ideas more achievable without compromising creative quality.

My experience spans global technology companies, software and SaaS organizations, and multidisciplinary marketing environments. I'm comfortable collaborating with senior leadership on brand strategy, guiding designers and agencies through complex projects, or getting directly involved in design and production when the situation calls for it.

PROFESSIONAL EXPERIENCE

EIS Group

Director of Brand & Creative | 2023–Present

Lead brand and creative direction for a global insurance software company, overseeing the development, execution, and consistency of creative work across marketing, digital, events, and corporate communications.

My role brings together brand strategy, creative leadership, hands-on production, and operational management. I work closely with marketing leadership, internal stakeholders, contractors, and agencies to make sure the brand is not only represented consistently but continues to evolve with the business.

- Lead the company's visual brand direction, translating business strategy, product positioning, and marketing priorities into creative concepts and practical applications.
- Guide and execute creative work across corporate campaigns, websites, digital advertising, events, presentations, video, motion graphics, and sales enablement.
- Manage brand standards, design systems, reusable templates, and creative resources that help teams work more efficiently while maintaining consistency.
- Provide creative direction and production guidance to internal collaborators, freelance talent, and external agencies, balancing quality, timelines, and available resources.
- Oversee the brand's digital presence, including WordPress website development, front-end design, accessibility, content presentation, and ongoing optimization.
- Partner with marketing, product, sales, and executive stakeholders to turn complex technical subjects into clear, compelling visual communications.
- Develop and refine creative workflows, prioritization methods, and production practices, including project coordination through Monday.com.
- Apply generative AI and advanced prompting techniques to creative concept development, visual experimentation, technical problem-solving, and workflow optimization, combining emerging tools with established creative and production practices.
- Remain actively involved in concept development and execution, bringing both strategic direction and technical production experience to the work.

VIAVI Solutions

Senior Visual Brand Manager / Creative Services Leadership | 2016–2023

Helped shape and maintain the visual identity of a global technology company, taking an increasingly strategic role in how creative work was developed, directed, and delivered across business units and international markets.

This role was an important step in my growth from managing creative projects to building the standards, relationships, and operational practices that allow a global brand to function effectively.

- Directed creative development for corporate branding, global marketing initiatives, product campaigns, and communications supporting multiple business units.
- Helped guide the evolution of the VIAVI visual identity, refining brand standards and creating a more cohesive approach to design across channels and markets.
- Provided art direction, creative feedback, and production guidance to designers, contractors, and creative partners.
- Developed a brand certification and onboarding process for outside creative vendors, helping agencies work more effectively as extensions of the internal team.
- Established repeatable processes, design templates, and production standards that improved brand consistency and made creative resources easier to use across the organization.
- Worked directly with marketing teams and business stakeholders to turn varied requirements and competing priorities into effective, on-brand creative solutions.

- Led concept development and contributed hands-on execution for campaigns, advertising, sales materials, presentations, digital experiences, video, and motion graphics.
- Balanced creative quality with practical business needs, helping teams find solutions that were consistent, achievable, and appropriate for their audiences.

Siteimprove

Multimedia Manager / Art Director | 2014–2016

Took on a broader creative leadership role at a growing software company, bringing together design, web development, multimedia production, digital marketing, and creative operations.

This was where my responsibilities expanded beyond individual creative projects into coordinating people, managing resources, establishing processes, and helping guide the company's overall marketing presence.

- Led creative direction and execution across print, digital, web, video, and multimedia marketing initiatives.
- Directed junior designers and external development partners, providing guidance on creative quality, brand consistency, and project execution.
- Introduced creative project management practices and documented workflows to improve visibility, collaboration, and production efficiency.
- Developed and managed systems for organizing digital assets, including licensing, permissions, and retrieval.
- Established a customer testimonial video program, overseeing planning, production, interviews, videography, editing, and motion graphics.
- Managed marketing websites, landing pages, and digital experiences with attention to accessibility, usability, SEO, and brand alignment.
- Oversaw international search marketing and paid advertising activities, working with executive leadership on performance reporting and investment decisions.
- Helped bring greater consistency and professionalism to a growing company's creative and marketing operations.

Bosch Security Systems

Senior Graphic Designer | 2012–2014

Expanded my role as a senior creative contributor while taking on greater responsibility for art direction, agency relationships, and coordination across multiple product lines and brands.

Working within a large global organization gave me valuable experience balancing the needs of different teams while maintaining the integrity of established brands.

- Provided creative direction to junior designers and external advertising, design, web development, and video production partners.

- Participated in agency selection and RFP processes, helping evaluate creative partners and manage ongoing relationships.
- Developed marketing campaigns and creative materials supporting product launches, sales initiatives, trade shows, and corporate communications.
- Produced and directed work across print, digital, photography, video, motion graphics, and event environments.
- Collaborated with product marketing and communications teams across Bosch Security Systems and professional audio brands including Electro-Voice, RTS, and Telex.
- Helped connect the capabilities of external agencies with the knowledge and priorities of internal teams.

IDeaS — A SAS Company

Graphic Designer / Web Designer / Multimedia Designer | 2008–2012

Grew from a multidisciplinary designer into a trusted creative resource with responsibilities extending into brand management, project direction, and coordination of external design talent.

This role helped establish the foundation for my later leadership work by giving me opportunities to own complex projects from planning through production.

- Developed and maintained the company's visual identity across marketing communications, advertising, sales materials, events, and digital properties.
- Provided creative direction and project coordination for full-time design and web contractors supporting global marketing teams.
- Established standardized illustrations, iconography, presentation graphics, and visual systems that improved consistency across corporate communications.
- Designed and developed websites, landing pages, and email campaigns, combining visual design with front-end development and content management.
- Coordinated multilingual website development and content localization for international markets.
- Produced marketing videos, software demonstrations, webinars, and motion graphics.
- Managed print production, vendor sourcing, and quality assurance while continuing to expand my digital and multimedia skills.

Universal Promotions

Lead Graphic Artist & Website Designer | 2005–2008

Developed my early leadership and project ownership skills while remaining deeply involved in design and production.

- Served as the primary creative resource for brand identity, product catalogs, websites, and marketing materials.

- Led creative projects from initial concept through production, coordinating directly with company leadership, staff, and vendors.
- Helped improve the presentation and perceived value of the company's products through more consistent branding and professional marketing materials.
- Researched production vendors and identified practical, cost-conscious solutions for printing and marketing needs.
- Built experience in managing deadlines, competing priorities, client expectations, and the details required to deliver finished work.

Posi Lock Puller

Marketing Communications & Graphic Design Specialist | 2000–2001

An early opportunity to take ownership of creative work and see how design supports the needs of a business.

- Independently developed marketing and sales materials supporting company operations.
- Helped establish the company's visual identity and created a brand standards handbook.
- Gained hands-on experience balancing creative decisions, production requirements, and business objectives.

ADDITIONAL CREATIVE EXPERIENCE

Independent Creative & Design Consulting

Freelance Designer / Creative Consultant | 2002–Present

Alongside my in-house career, I've worked independently with businesses and individuals on brand identities, websites, marketing communications, illustration, multimedia, and creative problem-solving.

These projects have given me the opportunity to work directly with clients, manage projects end to end, and keep my creative and technical skills active outside the structure of a corporate creative team.

CORE COMPETENCIES

Creative Leadership & Brand Strategy
In-house creative direction, brand development, visual identity systems, art direction, creative mentoring, cross-functional collaboration, agency and vendor management, brand governance.

Generative AI & Creative Technology
Advanced prompt engineering and iterative prompt development, AI-assisted creative

concepting, generative image production, AI-assisted coding, multimodal experimentation, workflow automation, and integration of AI into creative production processes.

Platforms: ChatGPT, OpenAI Codex, FLUX, Stable Diffusion.

Creative Operations & Process Improvement

Creative workflow development, project management, Agile methodologies, Monday.com, production planning, resource management, quality assurance, creative standards, process documentation, digital asset management.

Design, Digital & Multimedia Production

Graphic design, illustration, web design and development, WordPress, HTML/CSS/JavaScript, motion graphics, video production, digital advertising, marketing campaigns, tradeshow environments, executive presentations.

Platforms: Adobe Creative Cloud, WordPress, Microsoft 365, and related design, development, and production tools.

EDUCATION

Bachelor of Science — Graphic Design
The Art Institutes International Minnesota
Minneapolis, Minnesota | 2004

Certificate — Agile Project Management
University of Minnesota | 2022

COMMUNITY & VOLUNTEER LEADERSHIP

Scouting America — Northern Star Council

Cubmaster, Volunteer Leader & Leadership Trainer | 2016–Present

Longtime volunteer leader with experience supporting youth programs, adult leadership development, volunteer coordination, program administration, and community engagement.

- Serve as Cubmaster of Pack 327 in Lonsdale, Minnesota, providing leadership for the unit's Scouting program, volunteer team, and family engagement.
- Previously served in several leadership and administrative roles, including committee and financial responsibilities, developing experience in volunteer management, budgeting, event coordination, and organizational planning.
- Instructor at Northern Star Council's University of Scouting, sharing knowledge and practical experience with other adult Scout leaders through training and educational sessions.

- Mentor and support fellow volunteers, helping them build confidence, understand program requirements, and develop the skills to lead effective youth programs.
- Plan and coordinate outdoor activities, community service projects, youth development programs, and fundraising efforts.

Phillippo Scout Camp — Northern Star Council

Volunteer Weekend Camp Ranger / Campmaster | 2024–Present

Serve as a weekend volunteer at Phillippo Scout Camp near Cannon Falls, Minnesota, supporting camp operations and helping provide a safe, welcoming experience for visiting Scout units and other guests.

- Assist with weekend camp operations, facility oversight, visitor support, and coordination of camp activities.
- Serve as a point of contact for visiting groups, helping address questions, logistics, and operational needs.
- Support the safe and responsible use of camp facilities, equipment, and outdoor spaces.
- Work independently and with fellow volunteers to identify and resolve problems as they arise.

Recognition

District Award of Merit — Northern Star Council, 2026