

ALLI BOISVERT

Creative Director

Seattle, WA · 206-507-9318 · alliboisvert@gmail.com · alliboisvert.com

PROFILE

Creative Director with 10+ years building and leading multidisciplinary creative teams across campaigns, packaging, digital, retail, and content. Skilled at translating brand strategy and big-picture vision into exceptional, on-brand execution: writing briefs, developing style guides and creative processes, and directing photo/video production from concept through delivery. Known for mentoring designers, giving clear feedback that raises the bar, and partnering closely with cross-functional leaders to move fast without sacrificing craft. Excited to bring that same hands-on, systems-minded leadership to a growing brand with a bold, distinctive point of view.

AREAS OF EXPERTISE

Creative Team Leadership & Mentorship · Creative Briefs & Concept Development · 360 Campaign Execution
Photo & Video Art Direction · Style Guide & Brand Systems Development · Cross-Functional Collaboration
Packaging, Retail, Digital & Social Design · Adobe Creative Suite & Figma · Performance Tracking & Process Design

EXPERIENCE

Creative Director | Signet Jewelers *Aug 2025 – Present*

- Lead creative team management across design, art direction, and production.
- Oversee 360 campaign creative from concept through final delivery.
- Direct photography and video art direction for brand and retail initiatives.

Creative Director, North America Stores | Amazon *Aug 2019 – Sep 2025*

- Led a dynamic, multi-disciplinary creative team spanning design, art direction, and copy.
- Conceived, created, and maintained style guides for North America Stores (NAS) events and campaigns.
- Oversaw 360 campaign creative and asset production across channels.
- Directed and executed creative for all editorial photography for North America Stores.
- Partnered directly with VP leadership to launch and lead operations for NAS's internal photography studio.

Sr. Art Director | GIRVIN Strategic Branding and Design *Feb 2018 – Aug 2019 · Seattle, WA*

- Collaborated with the executive team on brand strategy, including logo development, brand guidelines, marketing materials, website design, and packaging.
- Worked within defined budgets and directly with clients to identify strategic design solutions that met business and brand goals.

Art Director | ExOfficio *Jul 2016 – Jul 2017 · Seattle, WA*

- Led art direction and concept development on retail projects.
- Collaborated cross-team on large-scale design campaigns.
- Directed and project-managed photoshoots, both on-location and in-studio.

Sr. Art Director | L'Oréal *Feb 2015 – Jul 2016 · Redmond, WA*

- Partnered with the marketing team to design content for key product launches across social, outbound, packaging, and digital/print.
- Led cross-functional teams internally and oversaw the work of external agencies.
- Directed photo art direction for pivotal global campaigns.

Art Director | Brand New *Apr 2012 – Feb 2015 · Greater Boston Area*

- Collaborated with the executive creative director on concept development for photo art direction, web design, and campaign asset creation.

EDUCATION

BFA, Graphic Design | Keene State College