Alesia Fisher

Art Director / Senior Designer

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Summary

Emmy-winning Art Director and Senior Designer with a decade of experience shaping cross-channel visual systems across broadcast networks and national retail spaces. Known for jumping into complex projects and launching high-impact brand identities entirely from scratch. A hands-on creative who relies on deep traditional design mastery while utilizing modern digital tools to keep early research and concept pipelines moving fast.

Work

ART DIRECTOR / SENIOR DESIGNER

2018 – 2026

Nexstar Media Group (KARK 4) • Little Rock, AR

- Designed integrated 360 brand marketing campaigns across broadcast television, OOH advertising, paid and organic social media, digital media, email, motion, and experiential for two Nexstar stations reaching 590,000+ households.
- Led brand identity, design systems, and brand guidelines for the network TV station, evolving visual expression in line with current design trends.
- Built scalable templates, comprehensive documentation, and asset libraries used by the design team, agency partners, and external vendors.
- Built the visual identity for the KARK4/FOX16+ streaming app, owning the logo execution, brand identity system, and design across launch and ongoing marketing campaigns.
- Designed branded motion packages and show opens for original streaming app series including *Too Twisted for TV with Todd Yakoubian*, *AR Soul*, and *Arkansas Storm Team Live*.
- Produced and edited deliverables in Adobe Premiere Pro and After Effects video editing software.
- Integrated artificial intelligence tools into the creative workflow for concepting, research, ideation, and exploring new techniques in Adobe Creative Suite.
- Managed multiple concurrent projects end-to-end under broadcast deadlines, owning timelines, vendor relationships, production partners, QA, prepress, and stakeholder feedback autonomously.
- Mentored junior designers on typography, color, layout, motion, and brand consistency while leading creative reviews across all touchpoints.
- Presented brand work and creative direction to station leadership and external partners using visual presentation tools.

ART DIRECTOR / SENIOR DESIGNER

2023 – 2026

Arkansas Style Show (KARK4) • Little Rock, AR

- Built the show's full brand identity from scratch, delivering the visual system, motion language, and brand marketing rollout across video, social media, digital, print, and experiential for a regional lifestyle and fashion show.

- Planned and directed photo and video shoots with working knowledge of commercial video equipment, writing shot lists, sourcing props, and providing on-set art direction for lifestyle and fashion shoots.
- Led art direction across opens, segment packages, social media assets, event signage, special events, and on-the-ground experiential moments.
- Worked with on-air talent and producers to translate the brand into video content with a consistent typographic point of view.
- Sustained and evolved the brand across multiple seasons, reaching audiences in all 38 Arkansas counties.

PRODUCER / EDITOR / DESIGNER

2018 – 2026

KARK 4 News Sweeps Promos • Little Rock, AR

- Wrote, edited, and produced 24+ short-form broadcast television promo spots annually, concepting alongside producers, designing motion graphics, and delivering final spots using Adobe Premiere Pro and After Effects editing software.
- Contributed editing and graphics to Reflections: The Day Arkansas Stood Still, the KARK 4 News Special that won the 2025 Emmy Award.

JUNIOR DESIGNER

2016 – 2018

Ann Inc. (Ann Taylor / Ann Taylor Factory) • New York, NY

- Designed retail packaging at scale, including 3D promotional packaging and product hangtags for seasonal launches, managing print production specifications, prepress, and vendor approvals for packaging deliverables.
- Built integrated seasonal brand marketing campaigns and in-store visual systems for a premium national retail brand, spanning print, email, signage, mall barricades, packaging, and large-format advertising across hundreds of stores.
- Designed assets for the national St. Jude partnership, store opening campaigns, and corporate barricade installations.
- Adapted global creative for North American retail, partnering cross-functionally with merchandising, marketing, and store operations to guarantee brand-consistent executions.

LEAD DESIGNER

2013 – 2015

TURN Gallery • New York, NY

- Rebranded the gallery's full visual identity as sole designer, developing the logo, typography system, signage, exhibition collateral, and event materials for a Lower East Side art space.
- Owned all creative workflows end-to-end, managing initial concept, art direction, print production, and final vendor delivery.

FREELANCE ART DIRECTOR / DESIGNER

2013 – 2026

Independent • New York, NY

- Built tailored brand identities from scratch for premier hospitality and lifestyle clients, including Forbidden Cocktail Club and Forever & Today.
- Designed seasonal apparel line sheets and arranged intricate textile patterns across garment layouts for NYC luxury womenswear brand Jude Connally.
- Concepted and produced the viral YIKES sticker run picked up by Urban Outfitters retail, owning the workflow from concept through screen-print production.

Education

Union University 2010 – 2013
Graphic Design and Sculpture |

Skills

Art Direction, Creative Direction, Brand Design, Brand Identity, Brand Systems, Brand Guidelines, Brand Stewardship, Visual Identity Systems, Brand Launch, Visual Storytelling, Editorial Design, Typography, Layout, Composition, Color Theory, Advertising, Print Design, Print Production, Production Management, Prepress, Retail Design, Direct Mail, Out-of-Home, Signage, Experiential Design, Live Events, Branded Merchandise, Photography Direction, Video Direction, Motion Design, Motion Graphics, Email Design, Digital Media, Social Media, Special Events, Experiential, Integrated Campaigns, Omnichannel Campaigns, Campaign Development, Creative Briefs, Seasonal Campaigns, Design Systems, Templates, Asset Libraries, Visual Communication, Mentorship, Cross-Functional Collaboration, Vendor Management, Presentations, QA, AI-Powered Workflows, AI-Assisted Concepting

Adobe Creative Suite
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Adobe After Effects, Adobe Premiere Pro,

Awards

EMMY AWARD 2025
KARK 4 News

Reflections: The Day Arkansas Stood Still (KARK 4 News Special)

Buzzfeed Gift Guide Feature 2015
Buzzfeed

Featured Artist, *Typography Poster Series*

Languages

English (Native)