

ALYSON SARTORIUS

CREATIVE DIRECTOR + DESIGNER



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SKILLS

- Adobe Creative Suite
- Branding & Identity
- Concept Development
- Typography
- Marketing Strategy
- Interior Design Management
- Creative & Art Direction
- Strong Communication
- Project Management Platforms
- Brand Positioning
- Print & Digital Collateral
- Microsoft Office

EDUCATION

UNIVERSITY OF HOUSTON

BFA, Graphic Communication

Class of 2011

ABOUT

Alyson Sartorius is currently a Creative Director and a U of H Alumuni. She has a specialized skillset as it relates to the restaurant and hospitality sector with over 15 years of experience at nearly every level of the service industry.

The bulk of her experience is focused on branding, interior conceptualization, and strategic marketing design ranging from boutique sized businesses, up to large, established brands. With her years of experience in both in-house and agency environments, Alyson brings the perspective of both worlds to her work. She is proficient at connecting to and understanding a brand at its core, as well as staying organized and focused with multiple clients under the tightest of timelines.

EXPERIENCE

CREATIVE DIRECTOR

Public Content | March 2023 - Present

Public Content is a public relations, media & communications Powerhouse. A think tank-style incubator with the singular mission to build brand awareness through a healthy mix of media relations, both traditional and social, big picture consultation, community outreach, and content creation.

CREATIVE DIRECTOR

SPB Hospitality | July 2021 - July 2022

SPB Hospitality is the operator and franchisor of multiple restaurants. It's portfolio of brands includes Logan's Roadhouse, J. Alexander's, Old Chicago Pizza & Taproom, and a collection of restaurant-breweries, including Rock Bottom Restaurant & Brewery.

SENIOR DESIGNER > CREATIVE DIRECTOR

Norton Creative | April 2014 - July 2021

Norton Creative is creative agency laser-focused on hospitality. The genesis of our design is strategy. We're experts at identifying white space to create opportunities and drive growth. Most importantly, we foster and nurture relationships with brands big and small, always putting people first.

SENIOR DESIGNER

Ignite Restaurant Group | June 2013 - April 2014

GRAPHIC DESIGNER

HUSA Management Inc. | August 2009 - June 2013