



MAURIZIO MASI

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PROFESSIONAL EMPLOYMENT

MAY 2016 – JUNE 2017

Hoefler&Co

Designer

- Developed print and digital marketing campaigns for typeface releases.
- Collaborated with front-and back-end developers to generate creative content for website, email and social channels.

MARCH 2015 – DECEMBER 2015

The Art Institute of New York City

Interim Department Chair, Graphic Design

- Focused, articulated and assessed undergraduate design curriculum.
- Managed, identified and recruited qualified faculty for the A.A.S. program.

JANUARY 2013 – NOVEMBER 2013

IridiumGroup

Senior Designer

- Directed and presented corporate literature for multiple B2B accounts such as *Accenture* and *United Nations Federal Credit Union*.
- Examined, redesigned and systemized trade and consumer publications.

APRIL 2010 – DECEMBER 2010

Rocketdog

Senior Art Director

- Prepared and developed campaigns for B2C clients such as *Cadbury* and *Publicolor*.
- Worked directly with clients, programmers and printers to develop strategic concepts for brand implementation.

OCTOBER 2008 – FEBRUARY 2009

Segal Savad

Art Director

- Managed, pitched and designed projects for accounts such as *CitiGroup* and *Damon Runyon Cancer Research Foundation*.
- Coordinated briefs from ideation to design implementation, through to production.

NOVEMBER 2006 – AUGUST 2007

Hearst Magazines / SmartMoney CS

Associate Art Director

- Managed an in-house custom publishing team while participating in pitch solutions under the direction of the Design Director.
- Introduced typographic grid systems to prospective clientele such as *Union Bank of Switzerland*, *HUMMER* and *Morgan Stanley*.

OCTOBER 2007 – JUNE 2008

Eskimo Design

Freelance Designer

- Supported an independent studio during postgraduate study in the United Kingdom.
- Created communications for exhibition, gallery, identity and wayfinding projects.

SEPTEMBER 2005 – NOVEMBER 2006

Ziff Davis Media

Associate Art Director

- Worked with editors, illustrators, photographers, and printers to develop tech-based custom publishing.

MAY 2002 – MAY 2005

Empire BlueCross BlueShield

Senior Art Director

- Coordinated with marketing directors on strategies, concepts, printing and production schedules for membership products.
- Maintained brand guidelines across internal and public facing collateral.

ADJUNCT INSTRUCTION

DECEMBER 2010 – MAY 2016

New York City College of Technology

Adjunct Instructor

Typographic Design I & II

EDUCATION

2008

Nottingham Trent University

School of Art & Design

Master of Arts

Distinction Award

Nottingham, England

2001

Fashion Institute of Technology

Bachelor of Fine Arts,

Graphic Design

New York, New York