

About

Award-winning art director specializing in the entertainment, retail, and advertising industries

Extensive knowledge and proven ability in visual design, managing and producing high quality content, resulting in increased revenue, business growth and elevated customer and user experience

Education

BFA • Graphic Design/
Film and Television
The School of Visual Arts
New York, NY

Interior Decorating
Certification
Penn Foster
Scottsdale, AZ

Awards

Outstanding Achievement in
Production Design
for Feature Film "Alto"
Vision Fest 2015, Tribeca NY

Best of Thumbtack
Graphic Design
2015, 2016, 2017
Thumbtack.com

Skills

Proficient in
Adobe Creative Suite
MS Word
MS Excel
Powerpoint
Pre-Press
Photo retouching

Music Coach
The Sopranos, HBO
Seasons 3 & 5

Fluent in Italian

Experience

Freelance • New York, NY

Art Director/Senior Graphic Designer

August 2020 - Present

- Develop and design collateral including print, UX, web, social media assets, advertising and marketing materials for Amazon Live, Broadcast Music Inc., AAA and Mr. Holland's Opus Fund.
- Partner with SVPs, VPs and Creative Directors, to ensure projects meet creative briefs, adhere to brand standards and are delivered within multiple deadlines.

Macy's Inc. • New York, NY

Manager of Visual Design

March, 2017 - July 2020

- Collaborated with graphic design team, visual merchandising and marketing partners to conceptualize and design storewide graphics, driving customer engagement in over 500 locations.
- Designed and managed visuals for The Market at Macy's pop-up collaboration with Facebook, showcasing over 150 boutique brands, generating national press and an immersive user experience.
- Led the annual storewide Super Bowl campaign, increasing sales goals consecutively for 3 years.
- Managed the rebranding of Macy's Backstage, which continues to outperform main stores by 7%.
- Handled quoting and production aspects with external vendors to produce high-quality material, staying within allocated budgets.
- Collaborated with Mood Media and iHeart Radio on in-store music programming, resulting in positive feedback and an elevated customer experience.

Resource and Event Management • New York, NY

Art Director - Contractor

November 2015 - November 2016

- Managed projects from initial design concept through production including invitation packages, event programs, signage, and advertising for major fund-raising events and galas.
- Partnered with print buyers and production to adhere to standards in color quality, and preflight process; inspected and approved printer proofs, selected or recommend paper stocks and other substrates. Supervised on press when necessary.
- Events raised over 10 million dollars for clients including QVC presents "FFANY Shoes on Sale," NY Giants Coach Tom Coughlin's J-Fund, The Nature Conservancy, and Sesame Workshop.

Tipton & Maglione • Manhasset, NY

Art Director

August, 2013 - March 2015

- Led design team to conceptualize, design and produce marketing materials including packaging, point-of-sales materials, brochures, advertising materials, in-store and trade show collateral, Powerpoint presentations, product design, UX, UI, websites and social media assets.
- Attended and participated in client pitch meetings with Creative Director, landing new clients and campaigns, including Canon, Thompson Water Seal, Paesana, Banfi Wines, and Moosehead Beer.
- Reduced art costs by 20% managing in-house photo sessions and re-touching product photos.

Broadcast Music Inc. (BMI) • New York, NY

Senior Graphic Designer - Permalence

June, 2000 - November 2015

- Designed press and marketing collateral for BMI artists and events including CD and album design, posters, brochures, web and social media assets, merchandise, apparel, advertisement materials, logos, direct mail, B2B and annual reports.
- Work featured in national publications and events, including The Grammy Awards, The American Music Awards, Tony Awards, Country Music Awards, The Oscars, Comic-Con, MIDEM, and SXSW.