Amie Serio

Graphic Design
United States

View the full portfolio at http://www.thecreativefinder.com/amieserio

Professional Experience and Curriculum Vitae
I am Amie Serio, seasoned visual marketer. I am creative, passionate, dedicated and collaborative. Collateral, branding and identity are my specialties.
You are a discerning client who wants to make a positive impact.
Together we are stronger, smarter and more successful.

Previous Clientele
Westfield, Mattel, P&G, Intel, Sony, Learning Curve, Sunbeam, and many more.

Awards and Accolades
EXPERIENCE
Serio Design, Inc.
6/07- Present
Design and art direction of marketing collateral, corporate identity, signage, packaging, POS, events, presentations and social stationery. Direct photo shoots and oversee print runs as well as manage creative teams as needed. Create corporate gifts and special edition products. Highlights include creative direction for Westfield's Strategic Communications team, identity development for Little Pictures, RISE, GoMAVIS and others.

Catapult Marketing, Los Angeles
9/05-6/07: Senior Art Director
Directed marketing, POS materials, events, advertising and brand launch kits for both national and
international businesses. Managed a team of designers, copywriters and production artists, directed
photography and illustration, and presented creative to clients to achieve strategically targeted
communications. Highlights included pitching and winning the global marketing business for Intel.

Mattel, Inc, Los Angeles
9/04 – 9/05: Packaging Designer
Conceived and designed packaging for several lines within the Barbie Brand. Worked closely with product development, marketing and creative teams to develop and implement package designs and managed each project from concept to final production overseas. Delivered the best possible consumer packaging globally.

LPK Design, Cincinnati
5/03-6/04: Design Director Designed and directed promotional materials, packaging and advertising, managed junior team members, collaborated with advertising agencies to ensure integrity of communications across all touchpoints for global brands and attended consumer testing regularly. Highlights included a limited edition book for Herbal Essences, and interactive ideation for Tampax.
Learning Curve International, Chicago
4/02-5/03: Art Director
Designed and directed packaging, collateral materials, advertising and merchandising for specialty and mid-tier toy brands. Highlights included art direction for Lamaze developmental toys for infants.
Mudlark Papers, Chicago
1/98-10/00: Art Director Developed and designed stationery and gift products as well as

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Please kindly get in touch for portfolio works.

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