

Craig Vitello

Graphic Design

811 W Saint Johns Ave #2232

United States

View the full portfolio at <http://www.thecreativefinder.com/rocmandesign>

Professional Experience and Curriculum Vitae

Seasoned art director and designer who specializes in user interface, branding and motion design. My client list varies from titans of the Fortune 500 to colorful, local heroes. I'm a gifted problem-solver who crafts sophisticated brand experiences with an emphasis on simplicity. I look forward to partnering with an organization that will challenge my design ethos and produce world-class communications.

Previous Clientele

Citi, Amgen, Boehringer Ingelheim, Genentech, Johnson & Johnson, Merck, Novartis, Pfizer, Schering-Plough, AAA, Bank of America, CareCredit, Cunard Lines, Homefield Financial, MGM Project CityCenter, Princess Cruises, BET, The Kor Group, Grand Marnier, Don Julio and Pepsi

Awards and Accolades

Citigroup, NYC | AVP – Manager, Graphic Design | Jan 2011 – Present

- Producer, art director and animator for all graphic video content (500+ videos in 2011)
- Designed the UI of the Citi YouTube channel (50K+ views/month)
- Developed the UI for the Citi News iPad app (2K+ downloads)
- Art directing the Citigroup.com redesign for Q1 2012 launch (1 mil+ views/month)

Health Science Communications, NYC | Art Director | Nov 2007 – Dec 2010

- Art director, graphic designer, illustrator and animator for an Omnicom healthcare agency
- Estimated project budgets (20-40K), timelines and out of pocket costs
- Developed branding, marketing, interactive and conference materials for major pharma companies in the US and abroad including Amgen, Boehringer Ingelheim, Genentech, Johnson & Johnson, Merck, Novartis, Pfizer and Schering-Plough

G2 Direct & Digital, LA | Studio Manager | Mar 2005 – May 2007

- Managed the studio workflow and delegated work to 2 direct reports for the direct marketing division of Grey Worldwide, a WPP agency
- Retouched and prepared production files for direct mail, regional advertising, rich media banners and HTML emails for AAA, Bank of America, CareCredit, Cunard Lines, Homefield Financial, MGM Project CityCenter and Princess Cruises

TracyLocke, CT | Studio Artist | Mar 2003 – Dec 2004

- Retouched and composed production files for an Omnicom promotions agency used in Grand Marnier, Don Julio and the Pepsi Food Service Division marketing

EDUCATION

Northeastern University, Boston | Bachelor of Science Degree 2003

Dual Major in Graphic Design and Multimedia Studies

Dean's List and Cum Laude Honors

Studio Arts Center International, Florence (IT) | Fall 2001

Semester Study Abroad Program

SKILLSET

Photoshop, Illustrator, InDesign, QuarkXpress, Fireworks, WordPress, Dreamweaver

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