Jerry Sisti

Creative Direction
United States

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

Professional Experience and Curriculum Vitae
I'm an award-winning Art Director, Designer and Copywriter. My creative spans cosmetics & beauty to apparel, food & beverage, communications, real estate and healthcare. I help brands find their voice and connect with audiences through words and pictures.

I've provided art direction, design and writing for social media, direct, print campaigns, web, broadcast, packaging and just about every touch point in a customer's path on behalf of the world's most recognized brands and for smaller, regional companies. I've engaged their audiences worldwide and locally in memorable ways that have resulted in consequential, lasting relationships between fan and brand. I'd like to do the same for you.

Previous Clientele
AVIA, Alere, Ryka, CND, GREY San Francisco, Anthem Blue Cross Blue Shield, Greenhaus, Barratt American, Harrah's, ADWORKS, The Washington Post, LION Bioscience, Miriello Grafico, Corsair Marine, Sharp HealthCare, Teleflora, POM Wonderful, Rouge Vodka

Awards and Accolades
1/99 – Present
Freelance

Art Direction, Writing, Messaging and Content Development for Social Media, Print and Broadcast

AVIA, Alere, Ryka, CND, GREY San Francisco, Anthem Blue Cross Blue Shield, Greenhaus, Barratt American, Harrah's, ADWORKS, The Washington Post, LION Bioscience, Miriello Grafico, Corsair Marine, Sharp HealthCare, Teleflora, POM Wonderful, Rouge Vodka

5/08 – 8/09
CND
Vista | CA
Creative Director

Responsible for all visual and written communications. Further developed and steered the brand look and voice of a $68 million + per year global cosmetics and skincare company. Strategic development, naming, positioning, copywriting and art direction for product launches, advertising, web, online brand center, direct mail, e-blasts, collateral, P.O.P., packaging and quarterly magazine. Conceptualizing and art direction of beauty and fashion photography and retouching. Development of brand guidelines for international distributor network. Supervision of staff and freelance designers, writers and production resources.
3/06 – 4/08
Marketing Design Group
San Diego | CA
Creative Director
World Market Center: Las Vegas Market & Las Vegas Design Center, SEMA Show, George Little Management: San Francisco Int'l Gift Fair & Seattle Gift Show, Pacific Market Center, Hanley Wood, MAGIC

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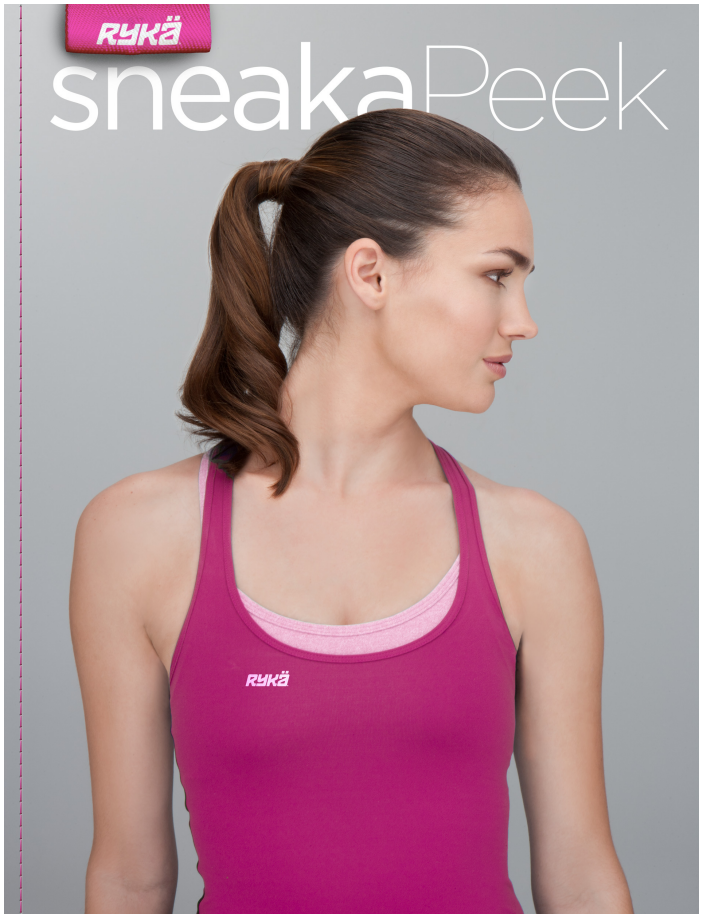




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GIRLIE PINK +
GOLD PEARL =
METRO MUSE.

COLOUR + PEARL EFFECTS

The intersection of sophistication and fun is avenue you. Style is the wake of your path, it comes so naturally. Girlie girl. Tomboy. Fabulous flirt. A Pearl Effect on your favorite Colour is your change in a wink. Your mood mark. And understated is all you need. Pearl Effects never steal the spotlight. They just make gorgeous glow.

Your inspiration comes in three pretty Pearl options: **Gold, Copper** and **Lavender**. Colour does a subtle dance under just one layer of Pearl Effect and a more lively step under more. Hmm. A city full of artists awaits you.



Shown on model:
Left: Girlie Pink
Right: Girlie Pink + Gold Pearl

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FIREBERRY +
COPPER SHIMMER =
ST. TROPEZ SIREN.

COLOUR + SHIMMER EFFECTS
Rich breezy confidence without compromise. Lifestyle without limits. Mad about fun. Adding Shimmer Effects to your favorite creamy Colour taps the serious, the fun, the sexy and makes them all BFFs—effortlessly. Not understated—never overstated—Shimmer Effects are the perfect balance of all things you.

Let the siren sing with six seductive Shimmers: **Gold, Copper, Scarlet, Emerald, Ice Blue** and **Violet**. Their rich play on Colour is stunning. Brush on a layer. Then relax and see just who answers your call.



Shown on model:
Top hand: Fireberry
Bottom hand: Fireberry + Copper Shimmer



OILSLICK +
SAPPHIRE SPARKLE =
DOWNTOWN DIVA.

COLOUR + SPARKLE EFFECTS
Progressive by day—outright edgy by night. And when you walk into the night—make sure you own it. Sparkle Effects give you title. Bodaciously bold and not shy about it. The super-flash micas of Sparkle Effects give your base Colour bling that commands attention. It's not a fashion statement. It's a declaration.

Release the diva with six glorious Sparkles: **Gold, Jade, Crimson, Raspberry, Sapphire** and **Amethyst**. What they do to base Colours will mesmerize. One layer to turn heads. Two layers to make them pop.



Shown on model:
Left: Oilslick
Right: Oilslick + Sapphire Sparkle

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