

Work

Art Director

Brightwave, Atlanta, Georgia. August 2016 to Present

Directed and mentored designers, reviewed and approved creative work, transformed ideas into successful campaigns. Had strong impact with several clients, including Carmax, who opted to substantially expand budget after seeing the creative. Created strong UX, and refreshed and developed brand styles for notable clients like, Mizuno, Panera Bread and Chick-fil-A.

Art Director

Rockfish Interactive, Atlanta, Georgia. June 2014 to August 2016

Worked with multiple teams on succesful client pitches, developed new and refreshed responsive websites and microsities such as the Fidelity financial assessment tool which assess a person's financial well-being, Cincinnati Bell website redesign, Sunrun website, and internal Walmart user application and style guide.

Senior Designer

Moxie Interactive, Atlanta, Georgia. July 2012 to June 2014

Conceptualized and designed interactive experiences for Verizon Wireless. From digital banner campaigns to websites, landing pages, microsities, and mobile. Interfaced with digital vendors such as Facebook, Yahoo!, and AOL. Worked closely with UX on user interface design. Served as in-house photographer for clients in addition to art directing and managing shoots with outside vendors. Team brainstorming and leading design from conception to execution. Rocking it.

Senior Designer

Sagepath, Atlanta, Georgia. August 2011 to July 2012

Worked with big names like Home Depot, NAPA Auto Parts, Coca-Cola, Racetrac, and Intel. Designed highly polished, highly functional interactive experiences. Projects included mobile sites, website redesigns, emails, feature images, landing pages, and print pieces. Served clients as the in-house resident photographer.

Art Director

MLB Creative, Orlando, Florida. February 2011 to August 2011

Conceptualized and designed comprehensive campaigns. Components included print, online, collateral, outdoor, packaging, and TV. Responsible for development of client advertising materials as well as conceptualizing creative direction and strategy. Handled multiple projects simultaneously on a team basis with a smile plastered on my face.

Freelance Art Director

SIX Degrees Marketing & Evolve Design Group, Florida. November 2009 to February 2011

Worked with multiple agencies including Evolve Design Group and Six Degrees Marketing. Brought in to provide inspiring creative execution under tight deadlines. Produced newsletters, fliers, email blasts, and storefront signage for clients ranging from medical spas to residential developments. Developed collateral materials, point-of-sale signage, and print advertisements. Developed graphics for M&M World stores in Manhattan, Orlando, and Las Vegas.

Art Director

Javelin Advertising, Dublin, Ireland. November 2007 to November 2009

Brainstormed and produced creative programs for a wide variety of clients, including: Toyota Ireland, An Post, GE Money, Waterford Crystal, Nutgrove Mall and Phantom FM. Designed and prepared advertisements for print and web. Retouched images, composed mock-ups, conceptualized ideas, and shot product photography. Lived in Ireland but never found that pot of gold.

Education

University of Central Florida
Major: Advertising/Public Relations
Minor: Marketing

Life

Born in Brazil, I moved to the United States at a young age. After college, I packed my things and moved to Europe where I quickly landed a job at an advertising agency in Dublin, Ireland.

Currently in Atlanta with my wife and toddler, I have 10 years experience working with high-profile brands like The Home Depot, NAPA Auto Parts, and Verizon Wireless. I always keep the big picture and company goals top-of-mind while developing strategy that goes well beyond just visually appealing design. I take into consideration the best delivery method, how the user interacts and responds, as well as the overarching goals. I am comfortable working with UX as well as all other roles that are part of the creative process.

A sample of my work can be viewed online at www.buccianti.net - I've been digital focused for the past few years and love it. I'm also a great photographer and retoucher. You can see my photography at www.launchpadphoto.com.