

Felipe Buccianti  
4403 Perimeter Lofts Circle  
Atlanta, GA 30346

# Hello.

I'm a unique blend of art director, photographer and retoucher with more than 10 years experience working in large agencies with high-profile brands including The Home Depot, Ferrari, Chick-fil-A, Fidelity, Carmax, Toyota, Nike and Verizon Wireless. I am comfortable leading a creative team, conceptualizing killer campaigns and presenting said awesomeness to clients.

I always keep the big picture and company goals top-of-mind when developing creative with great functionality that goes well beyond visually appealing design. I have designed and directed interactive experiences across multiple platforms including social, email, responsive websites, microsites, signage, banners and mobile.

Now for a bullet point skill set list:

- Manage multiple projects in a fast-paced environment
- Enjoy working with and assisting UX
- Manage, coach and mentor designers
- Print design
- Photographer and retoucher with experience directing photo shoots

A sample of my work can be viewed online at [www.buccianti.net](http://www.buccianti.net) – photography stuff at [www.launchpadphoto.com](http://www.launchpadphoto.com)

Sincerely,



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## WORK

### Senior Art Director

Brightwave, Atlanta, Georgia. August 2016 to Present

Direct and mentor designers, review and approve creative work, transform ideas into successful campaigns. Creative lead retaining and securing clients including Ferrari, Chick-fil-A, Ruth's Chris Steak House, SoFi, Kabbage and Mizuno. Develop strong UX and UI. Refresh and develop brand style guides.

### Art Director

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

Worked with multiple teams on successful client pitches, developed new and refreshed responsive websites and microsites such as the Fidelity financial assessment tool which assesses 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, microsites, 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.

### Senior Designer

Sagepath, Atlanta, Georgia. August 2011 to July 2012

Worked with big names like The 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.

### 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