

Felipe Bucciante
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.

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

A sample of my work can be viewed online at www.bucciante.net – photography stuff at www.launchpadphoto.com

Sincerely,



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WORK

Senior Art Director

Brightwave, Atlanta, Georgia. August 2016 to Present

Lead creative on numerous successful pitches, acquiring notable brands such as Ferrari, Ruth's Chris Steak House, SoFi, Kabbage, Mizuno, Edible Arrangements, Carmax, Charbroil, RentPath, Synovus, and retaining Chick-fil-A. A key player in more than doubling agency size and profit. Hands on lead designer on all initial design concepts as well as directing and mentoring designers, reviewing and approving creative work, leading internal reviews and client facing presentations, hiring and performance reviews. Developed strong UX & UI and 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