

## PROFILE

I am a multidisciplinary Art Director originally from Italy. Insightful ideas and great craft to me are like spaghetti and tomato sauce. Based in NY, I am also American and have global experience with internationally renowned brands. I strive to incorporate my deep passion for visual and multimedia storytelling, design, photography and art into my work. With a rich foundation as an illustrator and storyboard artist and extensive experience with diverse cultures, I pursue the combination of conceptual thinking and artistic craft based on strong insights. I currently work in advertising, after having gained experience in publishing, fashion, beauty, and one-on-one work with directors. I am passionate about using my art direction & illustration skills to create engaging content and film.

## EXPERIENCE

### **SENIOR ART DIRECTOR/ DIGITAS NORTH AMERICA - NY -** *07/ 2022 - present*

- Concepted game and overviewed production of a portion of metaverse experience, recognized by Ad Age as top 5 gaming activations of 2022.
- Supervised art and production of all aspects of brand-led social content and digital assets.
- Collaborated and brainstormed with fellow creatives, strategy and account teams.  
**Clients:** Walmart

### **SENIOR ART DIRECTOR/ MOMENTUM WORLDWIDE - NY -** *08/ 2021 - 07/2022*

- Concepted and overseen production of global and national briefs based on campaign strategy, leading to new business wins and client growth.
- Supervised design and production of all aspects of clients campaigns, from branding design and social content to experiential activations.
- Collaborated and brainstormed with fellow creatives, strategy and account teams.  
**Clients:** Grey Goose | Angel's Envoy

### **ART DIRECTOR/ SAATCHI & SAATCHI - NY -** *11/ 2019 - 08/2021*

- Concepted and supervised execution of briefs based on campaign strategy with a focus on art direction and design.
- Leads production of all aspects of clients campaigns, from branding to TV ads and social content.
- Collaborated and brainstormed with fellow creatives and account teams.  
**Clients:** P&G

### **ART DIRECTOR/ MOMENTUM WORLDWIDE - NY -** *08/ 2018 - 11/ 2019*

- Conceptualized and executed art direction and design briefs based on campaign strategy, which has led to new business wins and client growth.
- Designed and produced all aspects of clients campaigns, from branding design and social content to experiential activations.
- Collaborated and brainstormed with fellow creatives and account teams.  
**Clients:** Verizon | American Express | Powerade

### **FREELANCE ART DIRECTOR/ BADGER & WINTERS - NY -** *08/ 2018*

- Conceptualized and visualized moodboards, presentations and storyboards for digital and social campaigns for fashion & haircare brands.
  - Supported new business pitches and increased scope of current client work for the agency.  
**Clients:** JCPenney | Herbal Essences
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**ILLUSTRATOR | STORYBOARD ARTIST/ HOGARTH WORLDWIDE / FAMOUS FRAMES / WARSHAW  
BLUMENTHAL - NY/LA - 2012 - Present**

- Conceived illustrations and consistently met deadlines and requirements.
- Designed persuasive, high quality graphic/storytelling projects that helped giving shape to the final production, won new business and were praised by the clients.
- Partnered with creatives to show clients the initial vision (using a storyboard and graphics) based on their needs and corporate mission.

**Clients:** Grey Group | Facebook | Droga5 | W+K | JWT | Y&R | Saatchi & Saatchi | DDB | BBDO for Lancome | L'Oreal | Wella | Clinique | Sephora | Bloomingdales

**ART DIRECTOR | ILLUSTRATOR/ ROSIELABS -NY - 08/ 2011 - 08/ 2012**

- Partnered with the Creative Director and clients to create the initial vision for television, billboard commercials and design based on their needs and corporate mission.
- Followed through every step of the projects, from conceiving and visualization, to client meetings and production.

**Clients:** Sony Entertainment Network | Sony Times Square | Rosielabs | Annex | Retailmenot | Karmin

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**PROGRAMS**

**ADOBE CREATIVE SUITE**

Photoshop | Illustrator | Indesign | Premiere | After Effects

**APPLE**

Keynote

**MICROSOFT OFFICE**

Word | Powerpoint

**EDUCATION**

**GOLDSMITH - LONDON**

English Literature  
2020 - 2023

**MIAMI AD SCHOOL - NEW YORK**

Art Direction  
2016 - 2018

**ISTITUTO EUROPEO DI DESIGN - ROME**

Illustration

**AWARDS**

**CLIO SPORTS**

Silver, 2018.

**ONE SHOW**

Bronze, 2018.

**FL3TCH3R Exhibit**

Social and Politically Engaged Art, 2017.

**GRAPHIS**

6 x Merit, New Talent Annual 2018.

**PASSIONS**

LITERATURE

DESIGN

ILLUSTRATION

ANIMATION

SPACE AND TIME TRAVEL

ASTRAL TRAVEL

MAGIC