



RYAN GAGLIARDI

DESIGN & DIRECTION

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2017-2018 FREELANCE - SENIOR ART DIRECTOR



- Worked on a variety of projects including print, digital concepting and design, video concepting and storyboarding

2017 FREELANCE - ART DIRECTOR EVOKE HEALTH

- Contributed to multiple teams by designing and concepting and a variety of projects including web, print and TV

2016 FREELANCE - ASSOCIATE CREATIVE DIRECTOR DigitasHealth LifeBrands

- Worked with creative team in design and aesthetic development of large scale patient support app

2015-2016 DIRECTOR OF CREATIVE STRATEGY alterior,ink

- Lead creative direction, design and development on brand aesthetic and positioning
- Designed responsive website with corresponding sales materials and marketing collateral

2007-2015 CREATIVE DIRECTOR FRAGS&THREAD

- Designed responsive e-commerce website working along side development team
- Conceptualized and provided creative direction on seasonal market campaigns including website content, online advertising, look books, mailers and sell sheets

2013-2014 CREATIVE CONSULTANT STARBUCKS

- Creative lead on successfully presenting athletic inspired men's fashion line in Business-to-Business and Business-to-Consumer settings
- Designed and developed editorial content for e-commerce website and directed product image shoots
- Developed sales and marketing collaterals including slogans, copy, brochures, sell sheets, and print/web ad campaigns

2001-2005 HEAD DESIGNER Mitchell & Ness

- Managed a design team of 5 graphic artists, on executing marketing campaigns, and 6 production designers to ensure delivery of quality products within client time constraints
- Creative lead for all brand imaging including photo shoots, website design, catalog layout and sell sheets
- Designed print ad campaigns in nationally-distributed publications, outdoor ads, point of purchase sales displays, and tradeshow booths with an annual budget of up to \$2MM

FREELANCE

- LILLY PULITZER
- DMI PARTNERS
- D4 CREATIVE
- VOX MEDICA
- HARTE HANKS
- CBRE

EDUCATION

- THE ART INSTITUTE OF PHILADELPHIA
- MIDDLESEX COMMUNITY COLLEGE