

ANT VENTOLIERI

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2955 Santos Lane
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EXPERIENCE

CREATIVE LEAD, MOBILE APP LAB | MACYS.COM

SAN FRANCISCO, CA APRIL 2016 – PRESENT

- Oversee visual UI/UX for the Macy's mobile app
- Develop wireframes, flow charts, and concepts
- Collaborate with IOS and Android developers to drive strategy and define design process for both internal stakeholders and customers
- Create clean, straight-forward, innovative user interfaces
- Optimize all mobile sites UIs & layouts for better performance and ease of use
- Mentor new hires on responsive and mobile design platforms

DESIGN DIRECTOR | BLACK INC STUDIO

SAN FRANCISCO/LA/NYC SEPTEMBER 2000 – PRESENT

Client requests have included website design, web display ads, eComm, email marketing, packaging, retail in-store design, window displays, logo identity, apparel graphics, photo retouching, and signage.

ACCOUNTS: L'OREAL/MAYBELLINE • CULT EYEWEAR • HUB SPORTS • HOOP MAGAZINE • SUGARFINA • STNDRD MAGAZINE
WAKSON WAKSOFF PRODUCTIONS • DIRTRYPILOT.COM • CRASH ENTERTAINMENT

ART DIRECTOR | SALESFORCE

SAN FRANCISCO, CA SEPTEMBER 2015 – APRIL 2016

- Art direction and design of both internal and external marketing initiatives for Sales Readiness, EME, and Platform/App teams
- Collaborate with copywriters, web producers, and creative directors to produce innovative, engaging, and dynamic creative
- Present ideas and creative to internal teams for approval and work closely with project managers to ensure that schedules are managed and goals are met
- Lead and mentor team of designers

CREATIVE DIRECTOR | SHOEPALACE.COM/NICEKICKS.COM

SAN JOSE, CA FEBRUARY 2015 – SEPTEMBER 2015

- Responsible for creative and content for ShoePalace and NiceKicks sites, stores and social media channels
- Develop and produce eMail Marketing
- Work with Visual, Marketing team and vendors to manage workflow and budgets
- Lead and mentor team of designers and photographers
- Design and produce Point of Sale and in store experience for over 80 stores
- Retouch photography for both model and product shots
- Establish Brand guidelines for both divisions

GRAPHIC DESIGNER | TRUE RELIGION JEANS

LOS ANGELES, CA MARCH 2014 – NOVEMBER 2014

- Responsible for creating compelling window display programs from design to final production
- Designing and producing Point of Sale and in store experience
- Working with production team and vendors to manage workflow and budget
- Retouching photography for product and model shoots
- Producing online programs and email marketing for eComm Team
- Working with Visual Merchandising team to produce visual guides

ART DIRECTOR | MIX APPAREL / JOE FRESH

NEW YORK, NY NOVEMBER 2011 – JUNE 2013

- Prepped and directed monthly photoshoots for Mens and Womens Point of Sale Programs
- Worked with Marketing team to design and produce monthly Point of Sale
- Retouched photography for both Adult and Baby & Kids divisions
- Worked with online team to redesign website and create monthly Look Books and Homepage banners
- Worked with production team to create packaging for Adult, Baby & Kids programs
- Created Brand Guide Books for all Mix divisions
- Responsible for overseeing Junior Art Director and freelancers
- Created custom artwork for Baby & Kids apparel

GRAPHIC DESIGNER | FOOT LOCKER INC.

NEW YORK, NY SEPTEMBER 2002 – NOVEMBER 2011

- Responsible for creating compelling window display programs from design to final production
- Designed and produced exciting Point of Sale and in store experience
- Worked with eComm to produce online programs
- Prepped and directed photo shoots for monthly product deliveries
- Worked with production team and vendors to manage workflow
- Retouched product
- Created exciting visual displays for company meetings

ACCOUNTS: NIKE • JORDAN • ADIDAS • REEBOK • NEW BALANCE • CONVERSE • ASICS • NBA • MLB • NFL

ART DIRECTOR | PSP SPORTS

NEW YORK, NY OCTOBER 2000 – SEPTEMBER 2002

- Responsible for designing Point of Sale promotions at consumer levels
- Created sales kits for clients sales teams
- Produced promotional inserts for magazines
- Concepted and directed photoshoots
- Worked with internal sales team to create concepts to bring in business
- Retouched photography
- Created promotional items to be distributed at events

ACCOUNTS: BECK'S NORTH AMERICA • XFL • USPS • STARTER • JACK DANIEL'S • REEBOK • INSIDE STUFF MAGAZINE • FOOT LOCKER
PEPPERIDGE FARM • SUZUKI

SENIOR DESIGNER | BORTMAN DESIGN GROUP

BOSTON, MA APRIL 1999 – OCTOBER 2000

- Responsible for design and production of marketing and direct mail materials
- Created large and small format arena signage
- Produced magazine and newspaper advertising
- Created Logo identity for events
- Retouched photography

ACCOUNTS: BOSTON BRUINS • BOSTON CELTICS • FLEETCENTER • COLLEGEFEST 99 • KISS 108 FM • SKIP JACK'S • FIRST ACT

SKILLS

All current versions of

Adobe Illustrator
Adobe Photoshop
Adobe InDesign

Adobe Dreamweaver
HTML5 & CSS3
WordPress

Video Editing
Shopify/Magento