




Ariana De Luca

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03/18 - 03/20 SENIOR ART DIRECTOR

Blix - New York, NY

- Led the creative art department and developed Blix's visual brand voice and identity. Conceptualized and created strategic visual solutions across print, packaging, photo, video, social, digital and web.
- Art directed and produced photo and video shoots. This includes location scouting, talent scouting, styling the set, props, and food styling. I also led pre-production, directing on set, and post production.
- Managed and mentored junior employees, interns, and freelancers.
- Developed the UI design for a direct-to-consumer subscription based e-commerce website, increasing revenue and converting customers.
- Redesigned the Blix cups packaging design, working closely with an international team, the VP of food technology and the VP of engineering. Managed the production with manufacturers.
- Conceptualized, designed, and directed digital marketing content to increase sales and brand awareness.
- Oversaw project management and created extensive timelines for multiple employees across creative projects.

05/17 - 03/18 ART DIRECTOR

Weber Shandwick - New York, NY

Clients: Uno, GasX, Tums

- Won the MM&M Awards: (Gold, Best Use of Social Media) for our work with GasX. We outperformed category benchmarks by 88% , increasing sales, category market share, and had a 10x return on investment in the media budget.
- Art directed photo and video shoots including casting, styling, pre and post production.
- Conceptualized and art directed advertising campaigns across digital and social.
- Mentored and managed junior creatives.

09/15 - 05/17 ART DIRECTOR

TBWA\Chiat\Day NY - New York, NY

Clients: Thomson Reuters, TEDxNY, Travelers, Tic Tac Michelin, Intel, Accenture, TD Bank, New Business

- Won the Drum B2B Brave Awards: (Grand Prix) for our work with Thomson Reuters. This included a Grand Central Terminal take over and print in major publications. We developed a compelling and coherent campaign platform for the first time in its 100+ year history.
- Art directed and designed advertising campaigns across digital, social, TV, experimental, and print.
- Executed production-ready campaigns with a self-motivated attitude, juggling multiple projects simultaneously while on tight deadlines.
- Planned and directed photoshoots, including casting, styling, and set location.
- Mentored interns.

06/14 - 09/15 JR. ART DIRECTOR

McGarryBowen - New York, NY

Clients: Verizon, Chase, Chevron, Central Park Conservatory, Crayola

- Won the Digiday Awards: (Most Creative Use of Content) for creating the first piece of fabric entirely out of social media listening and conversations.
- Created 360° campaigns that resulted in sales and brand lift.
- Developed two nationwide TV spots for Black Friday and a new product launch.

Education

HARVARD BUSINESS SCHOOL 2019

Entrepreneurship Essentials

FASHION INSTITUTE OF TECHNOLOGY 2010-2014

BFA Advertising Design
AAS Communication Design

Honors and Awards

Digiday Awards: Most Creative Use of Content
MM&M Awards: Gold, Best Use of Social Media
Drum B2B Brave Awards: Grand Prix
Featured in: Computer Arts Magazine Issue 275
Wright Academy: Rising star in Omnicom's Global Network

Skills

Art direction, graphic design, concept development, Adobe Photoshop, Illustrator, InDesign, Lightroom, After Effects, Sketch, typography, layout, photography, photo editing, fine art, management & mentoring, teamwork, leadership, time management.