

I help brands connect with people.

Proven success in ensuring the successful development of interactive solutions, branding strategies, brand campaigns, and marketing collateral. Demonstrated abilities in focusing on user experience, interaction, and communication design. Managed multiple creative teams and departments to develop individuals and agency processes for the highest level of work possible. Successful at directing films, production, and web development as well as translating complex ideas into a high-end output.

Areas of Emphasis

- Graphic Design & Visual Communication
- Creative Direction
- Project Planning & Execution
- Web Concept Development
- Agile Methodology/ Prototyping
- Client Relationship Management
- Team Building & Leadership
- Strategic Design

● Professional Experience

Freelance - Global

Creative Director/Art Director/Graphic Designer • 2019 - present

A multitude of freelance projects including websites, branding, strategy presentations, user flow and product development, and new business pitches. Agencies and brands include:

- Dretore Gallery • Amberfi • AdAsia • The Grist • We Make Heart • Basic Agency
- Portland Diamond Project • Firm Support

Bright Red Agency - Tallahassee, FL

Creative Director • 2020 – 2022

Initiated, elevated, and drove a new level of creative craft for this agency. Created a new process for the creative concept and execution development through communication. Inspired a sense of ownership and pride for a creative department during a global pandemic.

- Won new business through deep collaboration with clients for *Leading Hotels of the World* and *The Crystal Coast*, North Carolina.
- Executed conceptual platforms and innovative graphic design for the title sponsor of the *International Luxury Travel Market* trade show in Cannes, France.
- Led the art direction and creative team for a 3-month, global photoshoot that included 15 *Leading Hotels* properties.
- Concepted, and created a covid response campaign for the *Belizean Tourism Board* that inspired travelers to exhale and get back to living big.
- Elevated the process and execution of projects for *Domino Sugar*, *Crystal Coast Tourism*, *Visit Tallahassee*, *Belize Tourism Board* & *The Leading Hotels of the World*.

Phibious - Ho Chi Minh City, Vietnam

Creative Director • 2018

Initiated agency processes for concept development, strategic formulation, and client presentation to ensure the top-tier functioning of the creative department. Team management (3 creative teams plus two-person studio).

- Secured new business prospects for Vietnam market clients Vietnamobile, Bibigo, Grab, LG Electronics, PNJ, Trum and others to meet & exceed bottom-line objectives.
- Produced and creative directed broadcast TVC's and online films for International brand Monte and Vietnamese cell provider Vietnamobile.
- Led strategic initiatives for designing and directing campaigns for Vietnamobile branded new products to attract potential buyers and consumers.
- Coordinated with leading mobile device manufacturers to work on partnership programs for Vietnamobile.

⚡ Portfolio

tonyfrusciante.com

📍 Address

907 E. Live Oak St. Unit 2
Austin, TX 78704

📞 Phone

602-910-0330

✉ Mail

tonyf@tonyfrusciante.com

🌐 LinkedIn

linkedin.com/in/tonyfrusciante

Technical Proficiencies

Creative Direction
Creative Management
Leadership
Art Direction
Video Production
Graphic Design
Interactive Design
Print Production
Typography
Concept Development
Strategic Development
Digital Design
Presentation Design
Brief Development
Photoshop
Illustrator
InDesign
Dreamweaver
Acrobat
Brand Design
UX/UI Design
Social Design & Strategy

MullenLowe - Boston, MA

Associate Creative Director • 2014 – 2017

Wore multiple hats in this role. Managed teams, worked with various creative partners, and Designed, conceptualized, and executed award-winning JetBlue Social Content promotion for travelers to The Dominican Republic.

Creative direction and output for Hyatt Hotels, Netflix, Acura, Degree (Rexona), JetBlue, USAA, Indeed, American Greetings, Capital One, Shinola, Unilever Brands, US Cellular, Patron, National Geographic Channel, Mass Mutual, and Mullenlowe internal projects. Coordinated with multi-disciplinary internal production teams to direct online and investor films for Hyatt Hotels.

- Created Social Content, films, and campaigns for JetBlue.
- Develop original creative platforms for Mass Mutual, Indeed, USAA, MediaHub, Mullenlowe, and National Geographic.
- Actively created an online, internal creative recruitment website
- Directed short films for Hyatt Hotels and Mullenlowe Agency of the Year.

Allen & Gerritsen - Philadelphia, PA

Creative Director • 2013 – 2014

Managed agency creative department which consisted of 6 creatives, and a studio of 2 people. Developed briefs with strategy dept. Presented work and earned the trust of clients by delivering consistent high-level work on time.

Identified creative opportunities to elevate agency growth for the future. Organized Temple Health program within the city of Philadelphia that highlighted the hospital as one of the most advanced medical institutions in the country.

- Re-structured Sunoco with a brand campaign "Fueling Drivers Everywhere", increasing brand loyalty and customer base.
- Improved student enrollment & retention rate by achieving critical success at Georgia State and Villanova Universities via print collateral, social content, and broadcast campaigns.
- Inspired and empowered team members on various projects through support and encouragement of design and design development.

Hill Holliday - Boston, MA

Senior Art Director • 2011 – 2013

A highly utilized Art Director and Graphic Designer within the creative department of Hill Holliday. Working on a wide range of projects including 360° campaigns, digital projects, brand campaigns and branding, successful new business pitches, and agency rebranding.

Clients included, but were not limited to Bank of America, Merrell, Cigna Healthcare, Liberty Mutual, Newsweek, Puma Social, Capella University, Staples, Harvard Pilgrim Healthcare, Oxfam, LG, MBCR, and Chili's.

- Creative lead for successful Merrell and Puma Social new business pitches.
- Award-winning art direction & design on Merrell's "Feel Your World" campaign.
- Developed a first-of-its-kind, accelerometer-activated iPad ad for Liberty Mutual.
- Collaborated with select team to create new agency identity, branding, and strategy.
- Executed BofA Local Markets campaign in over 6 cities with video, photography, and design for online use.

 **Portfolio**

tonyfrusciante.com

 **Address**

907 E. Live Oak St. Unit 2
Austin, TX 78704

 **Phone**

602-910-0330

 **Mail**

tonyf@tonyfrusciante.com

 **LinkedIn**

linkedin.com/in/tonyfrusciante

My Elements



Skill

Active Listening
Graphic Design
Problem Solving
Strategic Thinking
Art Direction
Branding
Human Empathy
Openness
Creative Direction
Humility
Work Ethic

Talent

+Attitude
Curiosity
Visualization
Endurance
Coordination
Articulate
Tenacity
Thoughtful
Logical
Empathy
+Happiness

Passion

Discovery
Exploration
Storytelling
Climbing
Daring
Education
Effort
Drive
Learning
Listening
Growth

Modernista - Boston, MA

Art Director • 2008 – 2011

Art Direction and Graphic Design powerhouse for select brands at a highly competitive agency populated by some of the best global creative talents. Deeply entrenched in delivering highly innovative concepts and visual communications each day in a very competitive work environment.

Clients included Cadillac, Showtime, (RED), TOMS, Nickelodeon, Stop Handgun Violence, TIAA CREF, First Act, Spiderman On Broadway, Food Should Taste Good, Chrysler, Sophos, Sears, Doc 2 Doc, National Parks, PALM, Lesley University, and Modernista!

- *Art Direction and Design lead for successful Nickelodeon, Showtime, and TOMS new business pitches.*
- *Award-winning art direction & design for Showtime's Alternate Reality Game for Dexter. A three-month storytelling game with high audience engagement.*
- *Art Direction and Design for Nickelodeon's The Big Help campaign.*
- *Wide range of graphic design executions on all brands listed above.*

Wieden+Kennedy - Portland, OR & London, U.K.

Graphic Designer • 2004 – 2008

Graphic Designer for a wide range of global clients such as Nike and Heineken. Founded and developed a studio blog into a global voice for the agency. Developed internal programs such as W+K Radio and W+K Lunchbox. Tireless in pushing myself and my work to constantly raise the bar for our clients and for myself.

Clients included Nike Latin America Running, Nike Basketball, Nike Football, Nike Fútbol, Nike Women's, Heineken, EA Sports, Old Spice, Target, Miller High Life, Coke, Diet Coke, Hope Phones, Zicam, Levi's, and XOHM.

- *Lead Designer for multiple campaigns for Heineken including "Share the Good", "Speak Heineken", and "Give Yourself A Good Name".*
- *Worked for 3 months in the W+K London office. Art Directed Nike Soccer UK, "Mercurial Vapor Launch".*
- *Inspired by the people who work at W+K, decided to create a blog that focused on them to showcase the amazing talent that showed up to work every day. Interviewed, wrote, designed, and programmed studio blog. This grew to become the Portland agency blog. And ultimately, each W+K office adopted its own blog around the world.*
- *Always did more than just my job and helped develop W+K Radio and the W+K Lunchbox live music series.*

Vehicle SF - San Francisco, CA

Graphic Designer • 2002 – 2004

Hired at Vehicle to be a catch-all, production designer. Tremendous learning opportunities working on a wide range of projects, and sometimes sweeping the back studio floor. Became a sponge to learn from excellent, senior designers on staff and to make the most of all opportunities given. A perspective that I carry to this day.

Clients included *The NBA, Nike, Reebok, Specialized Bicycles, Phat Farm, and Rocket Dog.*

- *Created a wide range of work for the NBA. Including the official brand mark of The NBA Store.*
- *Created the look and feel for Nike's "Make The Cut" Program which was in-store at all Dick's and Niketown locations.*
- *Learned a valuable lesson in that I should always have at least five things to do if I am going to work for Dennis Crowe at Vehicle.*

Portfolio

tonyfrusciante.com

Address

907 E. Live Oak St. Unit 2
Austin, TX 78704

Phone

602-910-0330

Mail

tonyf@tonyfrusciante.com

LinkedIn

linkedin.com/in/tonyfrusciante

Passions



Design



Cycling



Film



Exploration



Psychology



Learning



Fitness



Public Art



Hot Salsa



Technology



● **Education & Recognition**

BFA Graphic Design

California College of the Arts - San Francisco, CA / Graduate 2001

Multimedia Design Certificate

The Center for Electronic Art - San Francisco, CA / Graduate 1999

B.A.Sc. Urban Geography / Attended 1992 -95

Arizona State University - Tempe, AZ

63rd Primetime Emmy Award

One Show Interactive Finalist

Webby Awards

SXSW Interactive Finalist

Hatch Awards

Midas Awards

Communication Arts

Adweek Ads of the Day

Creativity Online - Pick of the day

Epicac - Shortlist

One Club - Shortlist

HSMAI Adrian Award

Travel Weekly Magellan Award

Advertising Award Show Judge

Milwaukee United Adworkers

Pittsburgh Addy Awards - 2x

Addy Awards Regional

 **Portfolio**

tonyfrusciante.com

 **Address**

907 E. Live Oak St. Unit 2
Austin, TX 78704

 **Phone**

602-910-0330

 **Mail**

tonyf@tonyfrusciante.com

 **LinkedIn**

linkedin.com/in/tonyfrusciante