

Nick Guarracino	
Art Direction	
Branding	
Multimedia Design	

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Summary

Award-winning senior art director and designer with over 15 years of diversified design experience, excellent project and staff managerial skills, and proven track record, brings a rare blend of traditional art sensibilities and state-of-the-art digital design skills to your company's portfolio.

Cross-platform Computer Skills:

• Photoshop • Illustrator • InDesign • Quark • MS Office • HTML • CSS • Flash • Dreamweaver • Hand-rendering

Experience

December 2007 - December 2008 *Art Supervisor*

Harrison Et Starr, inc. [www.hs-ideas.com] NYC

- Leading design and execution of printed sales materials, visual aids and advertising campaigns
- Managing art directors and freelancers on multiple branding efforts across markets and indications
- Communicating with supervisors in other departments to ensure campaign integration across media platforms
- Managing account team expectations on projects, timing and deliverables
- Meeting with clients in the US and Europe and participating in sales pitches and branding efforts
- Maintaining continuity and fluidity across branded materials
- Managing multiple ongoing projects through different stages
- Managing press checks and art directing photo shoots

April 2005 - December 2007 *Senior Art Director*

Cline, Davis and Mann, inc. [www.clinedavis.com] NYC

- Concepting and designing printed sales materials, visual aids and advertising campaigns
- Participated in sales pitches and branding efforts
- Maintained continuity and fluidity across branded materials
- Managed multiple ongoing projects through all stages
- Managed press checks and art directed photo shoots
- Managed freelance staff
- Kept current on new technology and software updates

March 2003 - April 2005 *Design Director*

Firefighter Brands and Beverages [www.firefighterbrand.com] CT

- Lead design and production of all packaging, branding and point-of-sale materials
- Managed multiple ongoing projects through different stages, guiding the launch of over 60 products
- Directed photography for foods and beverages as well as sales materials
- Managed freelance staff and budgets for each project
- Met with the firefighter community around the country to coordinate support efforts

November 1998 - Present *Art Direction and Design Consulting*

Grumpyboy Studios [www.grumpyboy.com] NYC and CT

- Freelance design consultation for branding, packaging, and advertising

January 1994 - November 1998 *Art Director*

inc3 [www.inc-3.com] NYC

- Designed and developed identity, new media and corporate communications projects
- Transitioned traditional print design firm into full-service multimedia company
- Attended press checks and art directed photo shoots
- Managed projects among staff members and freelancers
- Maintained cross-platform computer network and project archives

Education

January 1993 City University of New York Hunter College NYC
Bachelor of Arts in Fine Art, Minor in Art History 3.7 GPA

June 1987 High School of Art and Design NYC
Graduated with honors

Recognition

2005 *Metropolitan Home Magazine*
Top 100 Designs [[Grown-up Soda](#)]

2002 *New Big Book of Logos*
by David Carter

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by David Carter

1998 *GraphicDesign:USA*

1996 *Print Magazine*

Affiliations

American Institute of Graphic Artists

Portfolio and References available upon request