KATHLEEN GUAGENTI

ART DIRECTOR

SELF-MOTIVATED PROFESSIONAL. HIGHLY CREATIVE AND MULTI-TALENTED ART DIRECTOR WITH MORE THAN 10 YEARS EXPERIENCE IN RETAIL AND PRINT. PASSIONATELY MENTORS CREATIVE TEAMS TO SURPASS GOALS AND CLIENT EXPECTATIONS. DRIVEN ARTIST ADEPT AT MANAGING HEAVY WORKLOADS WHILE FOCUSING ON DESIGNING CREATIVE, VISUALLY APPEALING GRAPHICS. SKILLED IN A VARIETY OF PRINT ADVERTISING/ CORPORATE BRAND IDENTITY /PACKAGING/PHOTOGRAPHY/ ILLUSTRATION DESIGNED TO STRENGTHEN BUSINESS.

Invincible Marketing Solutions - Freelance Art Director July 2011 - Current

- Create local and chain brand advertising for local high schools and colleges
- Design and production for scholastic athletic posters, college prep folders
- Tourism maps for local distribution
- Wedding and Restaurant Presentation Folders

Pierre Fabre - Freelance Art Director December 2013 - 2014

- Concepts for Beauty Product Displays for retail stores and windows
- Illustrations of Botanical Ingredients
- Production of mechanicals for printer

Nylabone - Freelance Design / Production for Packaging Products 2016

The Children's Place Retail - Corporate Associate Art Director Jan 2006- Aug 2013

- Managed Designers while developing window and in-store visual displays for the brand
- Conceptualized stories for photo shoots. Created Schematics for store and window layout
- Art Directed still life and product photo shoots
- Worked with production engineers to deliver polished final printed products
- Created the look and feel of the organization's web presence
- Designed unique print materials, including advertisements, brochures and logo designs
- Developed original artwork including textures, fonts, illustrations exclusive to the brand's identity
- Designed 3D printed fixtures to hold clothing and shoes
- Developed outdoor advertising, direct mail, print advertising, seasonal packaging, corporate annual reports and window displays for all stores US and International
- Color management of images and on press printing

SCF Advertising - Art Director - April 2005 - January 2006

- Developed Concepts and Storyboards for T. V. Commercials
- Art Direction Onset of Commercial Shoot - Casting - Music & Film Edit - Editing - Wardrobe

Merritt - Clapp Advertising Creative Assistant, Jr. Art Director April 2003 - January 2005

- Developed Concepts and Storyboards for T. V. Commercials
- Designed Layouts and Prepared Mechanicals for Fashion / Lifestyle Magazines
- Presented Print and Television Campaigns to the Client

CONTACT

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EDUCATION

2003-Pratt Institute BFA
Communications Design

2000 - Delaware College of Art & Design
Associate Degree of Fine Art in Graphic Design

AWARDS

Achieved Several Print Production Awards for Window Designs at The Children's Places Pratt Show Recipient, Pratt Grant, Pell Grant, Dean's List, President's List, Graduated Magna Cum Laude

SKILLS

Retail Window Design / In-Store Visual Display
Conceptual Thinker / Typography / Photography
Project Proposals / Brand Development /
Brochures Invitations /Corporate Identity,
Logos / Vector Art Template Creation /
Stationery Design Illustration Graphic Design /
Photo Enhancing / Art Production / 2D and 3D
Design Marketing & Advertising / Hand Comping
Skills / Packaging /Adobe Creative Suite
Communication / Collaboration