



CARLO CLERICI

ART DIRECTOR/DESIGNER

GENERAL INFO:

Date of Birth: 14 Sept. 1988
Place of Birth: Miami, FL., USA
Citizenship: USA, Italy
Residence: Milano, Italy

A detail-oriented, conceptual visual digital designer with a collaborative spirit and experience with ideation, development and execution of concepts through a consumer-first approach while meeting client needs operating in the athletics, culture, automotive, technology, and communication spaces.

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EDUCATION:

Miami Ad School
San Francisco + New York
Art Direction Program
Apr. 2013 - Mar. 2015

Florida International University - Miami, FL, USA
Bachelor's in Mass
Communication - Advertising
Graduated: Aug. 2012

EXPERIENCE:

Coltivana Srl - Italy
BRAND DIRECTOR
May 2019 - Present

Coltivana is family start-up based in Italy specializing in the cultivation and commercialization of legal CBD cannabis and CBD products throughout Europe.

Responsibilities:

Brand creation and development, product development, packaging design, marketing and product positioning strategy, content creation, purchasing, inventory management, fulfillment, basic accounting and sales support.

SKILLS:

- Adobe Creative Suite (Ps, Ai, In, Pr, Ae),
- Figma
- Sketch
- Keynote
- Photography

AKQA - New York + Portland

SENIOR DESIGNER
Nov. 2015 - Apr. 2019

Clients:

Nike, Nike NYC, Maserati North America, Chelsea FC(Nike), U.S. National Soccer Teams, NBA(Nike), Verizon, Converse, Beats by Dre.

Responsibilities:

- Ideating and developing concepts and art direction while maintaining cohesive brand image.
- Collaboration with copywriters and UX designers for content creation and app development.
- Presenting to clients and collaborating to meet business objectives.
- Crafting and developing visual assets for web, social media, presentations and UI.
- Management of junior resources.
- Assisted on pitches and new business acquisition.

AWARDS:

Professional Awards:
Young Glory 2016 - 2017
1 Silver, 2 Bronze

Student Awards:
Art Directors Club 2016
1 Gold

New York Festivals 2016
1 Gold, 1 Silver

Clio 2015
1 Silver

Young Ones 2015
Merit

Clio Sports 2014
1 Bronze

Publicis - New York

FREELANCE CREATIVE
Aug. 2015 - Nov. 2015

Clients:

LG, Heineken

Responsibilities:

- Ideation of concepts for commercials and other campaign components. (Heineken)
- Production and delivery of email campaigns. (LG)

Havas Worldwide - New York

FREELANCE CREATIVE
Jan. 2015 - Mar. 2015

Clients:

IBM, TD Ameritrade, Keurig, Dos Equis, Laughing Man Coffee

Responsibilities:

- Campaign ideation. (Dos Equis, Laughing Man Coffee)
- Social media content creation. (TD Ameritrade)
- Web asset development, management and delivery. (Keurig)

LANGUAGES:

English
Italian
Spanish