

# MARCELLO GAROFALO

## ART DIRECTOR

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garofalodesign.com

## SKILLS

Art Direction/Graphic Design/  
Digital Media/Content Creation/  
UX/UI Interface/Site Maps/  
Interactive Multimedia/  
Experience Design/Project  
Management/Photo & Video  
Editing/Digital Marketing

## TOOLS

Photoshop/Illustrator/  
Indesign/After Effects/  
Premiere/Adobe XD/Sketch/  
Invision/Zeplin/Keynote/  
Trimble Sketchup/Squarespace

## EDUCATION

BA GRAPHIC DESIGN  
Coastal Carolina University

## EXPERIENCE

### FREELANCE ART SUPERVISOR

**Evoke Health / New York, NY / Sep 19'-present**

- Managed and executed daily art needs on multiple Oncology brands (HCP)
- Brand experience: Bristol Myers Squibb, Genentech

**H4B / New York, NY / Nov 17'- May 19'**

- Managed and executed daily art needs for XELJANZ Rheumatoid Arthritis (US)
- Consulting and support for XELJANZ Psoriatic Arthritis launch (US and Global)

### ART SUPERVISOR

**Omnicom Health Group / New York, NY / May 17'-Oct 17'**

- Managed multiple brands, providing primary art direction for campaign deliverables, concept pitch work on new business, creative strategy, execution for brand tactics, organizing workflow, and prioritizing projects.
- Brand experience: Acthar (Rheumatology, Nephrology, Pulmonary), Banzel, and Genentech MC.

### FREELANCE SENIOR ART DIRECTOR

**FCB Health / New York, NY / May 17'**

- Oversaw the art direction from brand tactic concept to execution with a focus on women's healthcare products.

**Patients & Purpose / New York, NY / Nov 16'-April 17'**

- Concentrated on executing HCP digital tactics within Veeva CRM platform. Led the redesign for Interactive Visual Aid including but not limited to graphics and UX.
- Brand experience: Acthar (Rheumatology) and Imfinzi.

**Harrison and Star Advertising / New York, NY / Mar 16'-September 16'**

- Responsible for creative strategy, art direction, and execution of campaign deliverables, such as responsive websites, style guides, static and animated web banners, targeted eBlasts, interactive PDF's, and core visual aids.
- Brand experience: Austedo, Aloxi, Lenvima/Kispilyx, ASCO, Avastin (Lung and Ovarian)

### INTERACTIVE MEDIA PRODUCER

**Gallagher & Associates / Silver Spring, MD / Jul 13' - Oct 14'**

- Created interactive experiences for dynamic stories with renowned museums, corporations, universities and government organizations.
- Developed User Experience assets for web and mobile applications – site maps, interaction flows, wireframes, and graphic user interface artwork. Supervised and assisted motion graphics animation, as well as photo and video editing.
- Notable clients: Mississippi Grammy Museum, The National Blues Museum, Johnson & Johnson, The Woody Guthrie Center, and The Armenian Genocide Museum of America.