

# Antonio Carusone

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## Professional Experience

### **Ogilvy & Mather**

Senior Art Director, March 2007 — Present

Role heavily involves team and project management and supervision as well as creative directing. I oversee projects from initial brief to final delivery. Leading teams for clients such as Cisco, Nestle, Brunswick, Time Warner Cable and DuPont.

### **Atmosphere BBDO**

Art Director, November 2005 — March 2007

Responsible for conceptual and visual design for clients such as: AOL, Red Stripe, FedEx, Dial, Purex, Combat, Snickers, CitiBank and NFL. The role also involved project and team management.

### **Big Spaceship**

Art Director, January 2005 — November 2005

Was involved in conceptual and creative executions for websites and online ad campaigns for clients such as: Sony Pictures, Disney, Miramax, Fox, Food Network and Touchstone Pictures.

### **Draft Worldwide**

Art Director, June 2000 — January 2005

Part of a large creative team for a worldwide advertising agency that created interactive marketing campaigns for clients such as: Audi, Maserati, Johnson & Johnson, Jose Cuervo International, Unilever, Verizon and Verizon Wireless.

I was also the senior creative supervising the Audi and Jose Cuervo teams and responsible for the redesign of Cuervo.com and CuervoNation.com.

### **The Shooting Gallery**

Lead Flash Animator/Designer, January 2000 — June 2000

I was the lead flash animator, developer and designer for this independent film company where I created animations and full-motion graphics for all projects. I also designed and developed corporate website and microsites for a variety of motion pictures.

**Open-I Media**

Designer/Flash Animator, June 1999 — January 2000

Initially brought on as an intern but soon became a full-time designer. Designed and developed websites for clients such as: Aegis, The Standard Hotel and Gemtrust.com.

**Garan Inc.**

Junior Designer, September 1996 — January 1999

Position started out as a high school internship which eventually lead to a full-time design position. I was responsible for creating and designing team graphics for professional sports garments.

**Education****Academy of Art College**

San Francisco, California

Computer Art,

January 1999 — June 1999

**Pratt Institute**

Brooklyn, New York

Computer Art,

September 1997 — January 1998

**High School of Art and Design**

New York, New York

Computer Graphics,

September 1993 — June 1997

**Awards****2004 John Caples International Awards**

Americaneedsdirt.com — 2nd Place: Consumer Website

**2004 John Caples International Awards**

Wisk Banners — Finalist: Consumer Online Ad

**2003 WebAward**

Wisk.com — Best Consumer Goods Website

**2003 DMA International ECHO Awards**

Cuervo.com — Bronze: Echo Trophy Winner

**2003 John Caples International Awards**

CuervoNation.com — 1st Place: Consumer Website

**2003 eDesign Awards**

CuervoNation.com — Best Website

**2002 WebAward**

Cuervo.com — Standard of Excellence

**2002 WebAward**

Maserati.com — Standard of Excellence

**2002 John Caples International Awards**

CuervoNation.com — 3rd Place: Consumer Website

**2002 John Caples International Awards**

Cuervo.com — Finalist: Consumer Website

**Skills**

In-depth understanding of the design process from initial brief to final delivery.

Knowledge of design and usability limitations for the internet and screen.

In-depth knowledge of interface design, navigational design, color, typography and grid layout systems.

Vast experience designing in various multimedia formats: websites/microsites, e-mail campaigns, rich media units, banner ads and CD-ROMs.

Knowledge and understanding of Web 2.0 technology and design.

Experience in team & project management, art & creative direction and client communication & presentation.

**Software**

Adobe Photoshop CS3

Adobe Illustrator CS3

Adobe InDesign CS3

Adobe Flash CS3

Adobe Bridge CS3

Adobe Acrobat 9

Final Cut Pro

Microsoft Word, Excel, PowerPoint

BB Edit

Coda

Wordpress Blogging Platform

Mac OS X

Windows

HTML, CSS, PHP, MySQL, ActionScript, JavaScript

QuickTime