



# PHILLIP DIGIACOMO

Creative Director & Designer

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Orange County, California

For more than 10 years, I have helped elevate brands through innovative design and strategy. From ideation to execution, I am a storyteller at heart and it is my mission to provide effective solutions that engage customers at every level. With a BA in Graphic Design and over a decade of work experience in a variety of industries, I understand what it takes to deliver timely results while ensuring standards and expectations are fully met.

## Brand Development

- Creative Strategy
- Competitive Audits
- Ideation & Execution
- Asset Management
- Content Style Guides

## Visual Identity

- Logos
- Typography
- Merchandise
- Apparel
- Liveries

## Packaging

- Consumer Packaged Goods
- Color, Material & Finishes
- Product Renderings
- Custom die-lines
- Promotional

## Digital

- UI & Website Design
- E-Commerce
- Photo Retouching
- Social Media
- Presentations

## Traditional Media

- Publications
- Advertisements
- Brochures & Sales Kits
- Marketing Collateral
- Large Format

## Event & Retail

- Merchandising
- Trade Show & Exhibit
- On & Off-Premise
- Signage & POS
- Displays



## Loyola Marymount University | B.A. Graphic Design 2006 – 2010

- NCAA Division 1 Water Polo
- 3x NCAA Final Four Podiums
- 25+ Hours training each week

- Deans list 2010
- AIGA | LA Chapter
- Excellent time management

## LeVecke Wine, Beer & Spirits | Creative Director 2018 – 2020

Responsible for converting marketing objectives into clear creative strategies, with consumer driven campaigns, innovative packaging and immersive brand experiences. With a strong focus on brand development, I lead the creative team through a myriad of design intensive projects which constantly delivered results. Those consistent efforts yielded significant growth in brand awareness for all products, across all markets.

## LeVecke Wine, Beer & Spirits | Sr. Visual Designer 2017 – 2018

Created holistic design experiences for wine and spirit brands, and their customers. This was achieved through targeted research, disruptive visuals, and consistent messaging. All design assets were integrated across digital, print, and web applications, which strengthened brand equity.

## Targus US | Graphic Designer 2015 – 2017

Concept, design, and production of digital marketing materials, including website assets, landing pages, banners, display ads, social media, power points and more. Developed strong relationships with vendors to facilitate on-demand projects for a wide variety of project types.

## Branded Online | Lead Web Designer 2014 – 2015

Designed e-commerce websites for an array of fashion clients. Worked with account management and marketing teams to define the look and feel. Provided design elements and architectural layout for complete site design. Developed emails, campaign assets, affiliate banners, marketing collateral, along with retouching product and lifestyle imagery.

## K. Bell Socks | Apparel Graphic Designer 2013 – 2014

Executed over 2,000+ sock styles from concept to completion, including graphing various needle counts to help execute detailed patterns. Utilized design research and trend forecasting to develop color palettes. Lead the art direction for the SP15 Mens KB Sport catalog photo shoot.

## Optimist Inc. | Graphic Designer 2012 – 2013

Designed marketing collateral for exhibitions and launch events, including large format graphics, posters, banners, specialty printing, digital assets, social media, and more. Worked with clients and vendors to execute requested assets under strict deadlines. Clients: Nike Inc, Disney, Red Bull, Hennessy, Beats by Dr Dre, Hublot.