

# brian santoro

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## OBJECTIVE

Interdisciplinary designer with corporate and agency experience seeks to leverage collaborative, professional, and problem solving skills to delight clients with smart, informative, and usable design.

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## DESIGN EXPERIENCE

### **Brian Santoro Design Consultancy / Art Director / April 2016 – present**

- Created presentations, label designs, and production materials for global premium scotch company Edrington.
- Designed expanded look and feel, provided direction, and oversaw evolution of rebranded design assets across print and digital for EVBox B.V.

### **Publicis Groupe | Heartbeat / Senior Designer / April 2020 – April 2022**

- Began as Freelance Senior Art Director (April 2020) hired full-time as Senior Designer (October 2020).
- Contracted to help launch a new to market, breakthrough therapy drug.
- Lead designs with team of art and design directors for new and existing brands, medications, companies, and clinical trials, for web, print, and digital.

### **FCB Health | BX Design / Senior Designer / November 2018 – January 2020**

- Responsible for designing look and feel for focused area of neuroscience division of biopharmaceutical company.
- Designed logos, masterbranded visual systems, product packaging, support program systems, guidelines, and presentations for top global brands.
- Worked independently and as part of a larger team, helped manage, brief, and delegate design work, and provided design direction (aligned with client expectations) to junior designers.

### **Thinkso Creative / Senior Designer / February 2017 – March 2018**

- Led designs for web and mobile, print, and branding from concept to delivery.
- Managed production for digital ads, as well as wayfinding/signage programs.
- Liaised with front-end engineers and creative team in defining design systems to maintain a consistent visual language and quick development.

### **FutureBrand / Senior Designer / July 2016 – November 2016**

- Contracted to assist on the branding and identity of Corvias and Adient.
- Responsible for the design and management of production work for awards, giveaways, and invites.

### **Infinia Group / Senior Designer / February 2012 – April 2016**

- Began as Freelance Designer (February 2012) promoted to Designer (May 2012) and to Senior Designer (March 2015).
- Led designs for web, print, and branding from concept to delivery.
- Managed production work for digital, print, wayfinding, and environmental.
- Worked with developers and creative team to ensure quality control for responsive design across multiple platforms.
- Created mock ups and wireframes for multiple brands' public-facing sites.
- Designed editorial layouts of brochures, guide books, and pitch decks.

### **Mucca Design / Design Intern / October 2011 – January 2012**

- Worked with team to create visual systems and develop retail brands.
- Defined and developed logos and packaging systems for two rebrands.
- Designed book covers for Rizzoli and BUR Rizzoli Publications.

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## SKILLS

Branding & Identity  
Content structure  
Wayfinding & signage  
Design systems  
Wireframing & CSS  
Animation (basic)  
Interaction design

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## TOOLS

Adobe Creative Suite  
Squarespace  
Microsoft Office  
Sketch  
Figma  
InVision

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## EDUCATION

The University of the Arts  
BFA in Graphic Design / Philadelphia,  
PA (Dean's List) / May 2010

Nuova Accademia di Belle Arti  
Multi-disciplinary design semester  
abroad / Milan, Italy / May 2009

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REFERENCES AVAILABLE  
BY REQUEST