

candice londino

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STARRINGDARLA

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Education

BEA Visual/Graphic Communication

- 2003: Kean University, Union, NJ

Philips Sleep and Respiratory, Art Director: April 2018-Present

- Develop design ideas from concepts to solutions such as product packaging design and experience, solution/service story telling with the inclusion of brand guidelines and design language for business and consumers in SRC.
- Analyze, design and present brand and product solutions using relevant research from domain, business, market, emerging contexts, related global trends, and target groups.
- Collaborate with product designers, engineers, service teams, UI/UX, marketing and global leaders to create branded communications across web, mobile and product interfaces.
- Create visual languages by understanding the meaning and effect of these on the brand, audience, market and culture focusing on brand position from clinical to consumer markets.
- Art director on photo and video shoots as well as pre and post production, including story boarding, prop selection, set direction, scheduling, talent selection and overseeing editing and production.

starringdarla.com, Freelance Art Director: January 2013-April 2018

- Conceptual print and web design projects for clients; businesses and local agencies.
- Design materials from conception to execution as well as create/maintain current branding for existing clients; advertising, websites, promotional materials, social media and marketing.
- Manage own projects including client interaction, budgeting, scheduling and pre-press.
- Collaborated with other agencies including, copywriters, account managers and developers to retain necessary information, define requirements, approach, target audience and business strategy for client needs and objectives.

Gatesman+Dave, Art Director: September 2014-December 2015

- Worked closely with copywriters and creatives, as a team, concepting ideas, finding new strategic solutions to tell a story within the boundaries and budget of clients needs.
- Designed and art directed execution of ideas. From sketches to proof of concept. Pushing the campaign across multiple mediums. Print, web, TV, social, PR and digital takeovers.
- Art direction on set with outside production houses for pre-roll video and live action video. As well as creating art and overseeing production for animated TV spots.
- Project management as well as art directing junior designers, reviewing/approving art and copy materials.
- Work closely brainstorming with all agency teams; Creative, Interactive, Social, PR and Account Management; researching and collaborating for best possible creative approach.

EBSCO Industries, Art Director: November 2009-January 2013

- Designed and oversaw projects for various clients; created/maintained brand integrity, executed advertising, websites, videos, photo-shoots and multi-media materials.
- Reviewed and approved art and copy materials developed by creative team.
- Managed own projects, working within budget and scheduling requirements.
- Worked closely with creative, art, copy writing, and account managers to determine objectives, budget, background, presentation approaches, styles, and techniques.
- Acted as the creative director's right hand, developing design solutions, managing projects and teams, and holding creative workshops for furthering education.

Work HISTORY

Skills & MORE

Professional Skill Set:

- Adobe CC
InDesign
Illustrator
Photoshop
Wordpress
- Art directed photo and video shoots for TV commercials, pre-roll, training videos, social media.

Awards & Recognitions:

- American Inhouse Design Awards Winner
EIS Testimonial
Ad Campaign
- NJ Ad Club 3rd place
Award for Collateral
Product Campaign
Honda FCU
- AIGA Salon des Refusés
"You're Amazing"
2nd Place
Rejection Award.
- AIGA Salon des Refusés
"Best of Show"
Poster Award

*AIGA Birmingham
Board member
Director of Events
2010-2013*

*AIGA Member
1999-Present*

*ADCNJ Member
1999-2005*