



# candice *londino* (She/Her)

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## **Design Director / Senior Art Director**

Passionate multidisciplinary designer dedicated to creating meaningful experiences through communication and design. Award winning art director with background in communication E2E communications strategy and activation. Holistic with proven success in complex, fast paced environments.

## **Areas of Expertise**

Multi-disciplinary design | Art Direction | Brand Strategy and Positioning | Facilitation | Storytelling | Content and UX Writing  
Adobe Creative Suite | Microsoft Suite | Miro | Sketch | In Vision

### *Philips Sleep and Respiratory Care, Art Director - Experience Design: April 2018-April 2023*

- **Multidisciplinary Designer / Art Director** – Designing, directing and collaborating with product designers, engineers, service teams, UI/UX, marketing and global leaders to create cross-platform branded communications.
- **Strategic and conceptual design direction** – Creating solutions E2E such as brand and content strategy, product solution/service storytelling, UX web/app experience and product packaging portfolio.
- **CoCreate facilitation lead** – Analyzing, designing and presenting brand and product solutions using relevant research from domain, business, market, emerging contexts, related global trends, and target groups.
- **Create visual languages** – Developing, learning and testing with brand, audience, market and culture, focusing on clinical and consumer market brand positioning.
- **Creative direction photo and video shoot** – Overseeing development of marketing assets, leading “on-set” Art Director, pre and post-production, story boarding, prop selection, set direction, scheduling, talent selection, and execution.

### *starringdarla.com, Creative Director: January 2013-April 2018*

- **Creative Director** – Designing materials from conception to execution as well as creating/maintaining current branding for existing clients; advertising, websites, promotional materials, social medial and marketing.
- **Project Management** - including client interaction, budgeting, scheduling and pre-press. Collaborating with external agencies including, copywriters, account managers and developers to define requirements and approach for client needs and objectives.

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

- **Idea / Pitch person** – Generating opportunities for new businesses in a multidisciplinary team of visual and UX designers, copywriters, Social, PR and Account Managers.
- **Multidisciplinary Designer / Art Director** – Designing, directing the execution of ideas from sketches to proof of concept. Overseeing campaign assets across multiple mediums, print, web, TV, social, PR and digital takeovers.
- **Team and project management** – Art directing junior designers, reviewing/approving art and copy materials.

### *EBSCO Industries, Art Director: April 2009-November 2013*

- **Art Director / Brand** – Designing and overseeing projects for various clients; creating/maintaining brand integrity, including advertising, websites, videos, photo-shoots and multi-media materials.
- **Team Lead** – Managing and art directing design team, including mentoring, reviewing/approving art and copy materials developed by creative team.

## **Education**

### *BFA Visual/Graphic Communication*

- 2003: Kean University, Union, NJ

## **Awards & AFFILIATIONS**

### *Awards & Recognitions:*

- Red Dot 2022 Design Team of the Year
- 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*

**Work HISTORY**