

CREATIVE DIRECTION

NICK GUARRACINO

Award-winning senior creative lead with over 18 years of diversified design experience, excellent project and staff managerial skills, and 360° concepting brings a rare blend of traditional art sensibilities and state-of-the-art digital design skills to your company's portfolio.

May 2009 - Present

Grey NYC

Supervising design for Humalog insulin therapy for Types 1 and 2 diabetes, developing print campaign and marketing materials across HCP and DTC categories
Managing design staff on multiple branding efforts across markets and indications
Communicating with supervisors in other departments to ensure campaign integration across media platforms
Managing account team expectations on projects, timing and deliverables
Weekly client contact in Indianapolis, participating in sales pitches and branding efforts and idea generation
Maintaining continuity and fluidity across branded materials, print and digital arms
Managing press checks and photo shoots

Art Supervisor

December 2007 - December 2008

Harrison & Starr

Lead design and execution of printed sales materials, visual aids and advertising campaigns
Managed art directors and freelancers on multiple branding efforts across markets and indications
Communicated with supervisors in other departments to ensure campaign integration across media platforms
Managed account team expectations on projects, timing and deliverables
Met with clients in the US and Europe, participating in sales pitches and branding efforts
Managed press checks and art directing photo shoots

Art supervisor

April 2005 - December 2007

Cline, Davis and Mann, inc.

Concept and design for printed sales materials, visual aids and advertising campaigns
Worked for the SWAT group and CultureVue, as first line creative for incoming multicultural client needs
Participated in sales pitches and branding efforts
Maintained continuity and fluidity across branded materials

Senior Art Director

March 2003 - April 2005

Firefighter Brands & Beverages

Lead packaging, branding and POS design for over 70 food and beverage SKUs
Managed multiple ongoing projects through different stages
Directed photography, press checks and photo shoots
Managed freelance staff and budgets for each project
Met with the firefighter community around the country to coordinate support efforts

Design Director

January 1994 - November 1998

inc3

Designed and developed identity, new media and corporate communications projects
Transitioned traditional print design firm into full-fledged multimedia company
Attended press checks and art directed photo shoots
Created digital illustrations for print and electronic reproduction
Managed projects among staff members and freelancers
Maintained cross-platform computer network and project archives

Art Director

November 1998 - Present

Grumpyboy Studios

Under grumpyboy I built up a wide range of identity, communications and new media clients; from pharmaceutical advertising to major dot coms.

consulting

January 1993
City University of New York Hunter College
Bachelor of Fine Arts, Minor in Art History 3.7 GPA
June 1987
High School of Art and Design, NYC

education

- 2010 Big Book of Packaging (Geronim-up sodas)
- 2005 Metropolitan Home Top 100 Designs (Geronim-up sodas)
- 2002 New Big Book of Logos by David Carter
- 2000 Big Book of Logos
- 1998 GraphicDesign: USA
- 1996 Print Magazine

Recognition

The Skills:

- brand-building
- Adobe CS
- HTML/CSS
- Illustration
- Team management
- campaigns & marketing strategies

PORTFOLIO & REFERENCES BY REQUEST

call me!
917 617 9624

nick@grumpyboy.com

