

Carl DiRocco

Senior Designer/Art Director

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What I Can Do For You

Apply creative skills and experience to help achieve your corporate sales and marketing goals

What I've done for others

Art Director

Thomson Reuters, Boston, MA

07 – 09

Thomson Reuters, with annual revenue of over \$14 billion, is a provider of information and technology solutions to the worldwide financial community.

Working in conjunction with other Art Directors and marketing colleagues in Boston, New York, Asia and London, my major responsibilities included:

- Planning, conducting and executing print/electronic sales and marketing materials, event support materials, web graphics, web pages, and off-and online direct marketing
- Presenting campaign concepts/designs in a concise, compelling, and professional manner to internal clients in verbal and visual form
- Working closely with an outside design agency to implement the rebranded Thomson Reuters identity system and vision, guided brand management through initial launch and ongoing compliance
- Managing multiple projects simultaneously, from concept to completion, within tight deadlines
- Preparing accurate vendor-ready files that meet print production specifications in a timely manner; negotiating print pricing and attending press checks when needed.

Recent design projects included:

Direct Mail: Created mailer to promote Thomson Financial's new Investor Relations web based upgrades. Presented thumbnail concepts to senior management and directed multiple complex photo shoots. Managed the hire of stylists, models and photography crew. In total, the piece was mailed to 3,830 recipients that resulted in 805 external hits (21%) from the call to action. An additional 721 pieces were sent to competitor clients that resulted in 108 hits (15%).

Events: Conceptualized and created the visual identity for Thomson Financial's 2008 Sales Conference. My concept of "hip-hop" dancers was chosen for its originality and ability to meet the event's messaging needs in a memorable and exciting manner. The process included pitching multiple event concepts to senior management, directing a photo and video shoot, creating email, print, and clothing design, and designing large banner graphics.

Corporate Senior Designer

Keane, Boston, MA

98 – 00, 03 – 07

Keane is a nearly \$1 billion IT solutions provider with offices in the U.S., Canada, Australia, India, and the U.K.

As a member of Keane's Corporate Marketing Department, my primary responsibility was to provide the company's sales staff with high-end marketing collateral for current and prospective clients.

Professional responsibilities included:

- Conducting client interviews at project inception to develop objectives and generate concepts for marketing and communications campaigns
- Ensuring the ongoing appropriate use of company brands and images
- Developing complex marketing campaigns that incorporate and maintain the firm's identity standards and contribute to sales goals
- Managing multiple projects with minimal direction and delivering before deadline
- Mentoring junior designers by sharing knowledge, experience, and insight to enhance performance and attitude of the team
- Effectively communicating with personnel from all levels of management, including executive, technical, and non-technical staff
- Art directing national photo shoots
- Approving print proofs and supervising press runs.

Design projects included:

Keane's annual report: worked in collaboration with Marketing Director, writing staff, and photographer to conceptualize, design, and print Keane's annual reports for three consecutive years.

Website redesign: served as key design member of the marketing team responsible for the complete redesign of Keane's former corporate web site, keane.com.

Direct mail campaigns: developed a unique three-dimensional "Partnership" themed piece to build awareness of Keane's brand and raise interest in our services. Resulted in 27 leads and a win valued at \$145,000.

Events: conceptualized and created all aspects of Keane's Gartner Outsourcing Summit platinum sponsorship package for four consecutive years. Working closely with lead writer and, starting with thumbnail stage, created and pitched numerous show concepts to senior management. Applied chosen theme to print advertisements, booth signage, web pages, banner ads, giveaways, and hospitality suite promotions.

Corporate and branch-level national advertisements: teamed with writers to develop corporate ad concepts, present comps to team members and stakeholders, defend design rationale, and refine ads for print. Managed and executed final concept through completion of project. Publications include *CIO*, *Fortune*, and regional newspapers.

Art Director

Stringer, Burlington, MA

00 – 9/03

Stringer is a marketing services agency with an exceptional track record for converting innovations into income.

My professional responsibilities included:

- Overseeing every stage of the design and development of high-end marketing collateral for the agency's largest client, Analog Devices
- Providing creative direction to assistant graphic artists
- Creating complete marketing packages to introduce new products and technologies and to re-launch lagging products
- Working effectively to meet strict deadlines on multiple projects.

Corporate Designer

Community Newspaper Company, Needham, MA

95 – 98

Responsible for the design of CNC's corporate communications material including visually inspiring 4-color sales pieces used to promote advertising space in CNC's 117 publications.

Design projects included:

- Corporate promotional material including brochures, posters, and logos
- Direct mail pieces

Other professional abilities included:

- Expertise in 4-color commercial printing
- Complete understanding of electronic color separation and pagination

Graphic Designer

Middlesex Community Newspapers, div. of CNC, Framingham, MA

87 – 95

Responsible for the design and composition of speculative and production advertisements. Position demanded solid understanding of all aspects of graphic design from traditional mechanicals to electronic separations.

Independent Children's Book Illustrator

87 – Present

Award-winning published Children's Book Illustrator for a variety of clients. Titles include *Our Principal Promised to Kiss a Pig*, a 2005 Children's Choice Award winner, and *Dear Big, Mean, Ugly, Monster*, a Minnesota Humanities Book Award finalist. (www.carldirocco.com)

Education

New England School of Art & Design, Boston, MA

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