

Al Cavallo – Creative Director

Company: Al Cavallo Design; Email: acavallo@mac.com; Mobile: +1-201-396-6020

Professional Summary

Highly experienced Creative Director, with over 25 years of experience delivering hundreds of highly successful, end-to-end packaging projects for multiple clients. Key strengths include: coordinating and managing creative teams of Designers; collaborating with Writers, Project Managers and Marketing Managers; forging strong client relationships; demonstrable history of using in all major design software; and installing, maintaining and backing up systems in order to keep everything on time and on budget.

Career History / Work Experience

1991 to Date: Adcomm Advertising: Senior Packaging Designer & Art Director

- Hired with responsibility for graphic design content created for packaging, print and online projects.
- Integrate content with TV campaigns for complete continuity for clients.
- Developed logo and packaging for multi-million-dollar product launches for multiple clients with award winning results - all on time and on budget.
- Created all collateral design work for client product launches, such as sell sheets, product & display renderings, in-store displays, web & print ads and catalog materials for Amazon and other retailers.
- Edit and create custom visual effects and elements for TV or web commercial productions.
- Coordinate and manage creative team of up to 5 designers.
- Collaborate with writers, project managers and marketing managers.
- Setup, install and manage all software, hardware and networking systems for creative department.
- Trained and supported creative team on all software and hardware issues.
- Install and manage all editing software and hardware for edit suites, the full suite includes Avid Media Composer with audio editing capabilities and client review seating.

Key Achievements:

- Oversaw growth and maintenance of strong client relationships, the client base grew from 1 major client to over 7 major clients over the course of my career.
- Researched, purchased, setup and maintained all creative asset backup systems
- Setup and trained creative department on billing and job tracking software, this move cut time designers spent on billing and tracking their jobs by up to 50%.
- Managed and executed moving all domain/website assets to new hosting system, saving \$3K+ per year.

1990 to Date: Al Cavallo Design (ACD): Owner & Freelance Graphic Designer

- Run own business creating designs and artwork consisting of traditional packaging, visual identities, web design and custom paintings.
- Complete works for charitable foundations, local businesses, SMEs and individuals.
- Built client relations and expanded growth by reputation.
- Providing creative services: commissioned, custom paintings & drawings / full service design including logos, packaging, websites & marketing / video & audio editing / WordPress & online store design.

Key Achievements:

- Used my freelance as a more traditional art outlet creatively as well as to use that artwork to help support fundraising events and projects related to rescue, transport and adoption of Greyhounds.

Education

- BA in Painting and Drawing (Business Minor): Pennsylvania State University

Technical Skills

- Adobe Photoshop & Illustrator (Expert)
- InDesign (Advanced)
- Quark Express (Expert)
- xd (Advanced)
- WordPress (Advanced)
- eCommerce / Online Store Design (Advanced)
- Premier (Advanced)
- After Effects (Advanced)
- Avid Media Composer (Advanced)
- Apple Final Cut (Advanced)
- Strata3D (Advanced)
- Blender (Advanced)

Personal Details

- Address: 131 Buttonwood Drive, Piscataway, NJ 08854
- Languages: English (Native)
- LinkedIn: [linkedin/in/alcavallo](https://www.linkedin.com/in/alcavallo)
- Portfolio: alcavallodesign.com/portfolio