

Rick Angeloni

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Design Principal and Executive Creative Director

ASI, Philadelphia, 2003-present

- Run all day-to-day operations of the Marketing Group overseeing branding, advertising, marketing, web and exhibition design initiatives for the leading company in ad specialties and promotions.
- Work with advertisers to create new marketing plans and ad campaigns. Clients include American Apparel, Bic Graphic, Carhartt, Nike and Urban Outfitters.
- Recruit, train and mentor creative team.
- Manage \$1,000,000 department budget.

Creative Director

Primedia, NY, 3 years

- Lead UX team, art directors, graphic designers, copywriters and production artists creating all media design initiatives, corporate branding and identity, product development, marketing communications, advertising and promotions.
- Lead strategy sessions with senior management and corporate directors to determine product scope and direction.
- Recruit, train and mentor creative team.
- Manage \$1,000,000 department budget.

Design Director

Dow Jones, NY, 13 years

- Lead UX, Usability testing and HTML news production teams to design, test and launch digital business and financial news products.
- Lead Marketing Design team responsible for branding, advertising, marketing communications, web sites, WSJ research surveys, interactive presentations, promotions and trade show exhibits for The Wall Street Journal.
- Recruit, train and mentor creative team.
- Manage \$800,000 department budget.

Art Director

Don Wise Advertising, NY, 3 years

- Responsible for concept and design of national consumer and trade advertising, identity systems, brochures, posters and exhibition spaces.
- Clients include Anne Klein, Harve Benard, Jeffrey Banks, Merona and Vanity Fair.

Honors & Recognition

Art Director's Club of NY, Graphic Design USA, PRINT Regional Design Annual, AVA Digital Awards, Communicator Awards, Hermes Creative Awards, MarCom Awards

Professional Affiliations

Art Director's Club of NY, American Institute of Graphic Arts

Personal Interests

Photography, painting, sports, cooking, film and reading.

Education

The Cooper Union School of Art, NY
BFA, Graphic Design
