

Flavia Salvadori

SENIOR ART DIRECTOR

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Highly experienced Senior Art Director with over a decade of proven expertise in leading creative teams and developing compelling visual campaigns. Seeking a challenging role where I can leverage my strategic thinking, creative vision, and leadership skills to drive brand success through innovative design solutions.

EXPERIENCE

Oct 2021 – Current SENIOR ART DIRECTOR – Incubeta

Promoted within the company. Lead a team of nine people in the conceptualization and execution of creative projects. Develop and implement creative strategies that increase brand recognition and customer engagement, improving key performance indicators. Coordinate resources and define and develop processes to enhance efficiencies. Participate in identifying and hiring top-tier talent. Collaborate closely with cross-functional teams (marketing, copywriting, animation, web development, project management) to deliver integrated campaigns that exceed project objectives. Manage client relationships (HBO, Disney, Google, Credit Karma, Amazon, Hulu, Adidas, TikTok) to understand goals and deliver tailored creative solutions. Design and oversee the creation of visual assets for various media, including display ads, social media, video, creative marketing, UI/UX. Consistently meet project deadlines and budget constraints.

Aug 2018 – Oct 2021 ART DIRECTOR – Incubeta

Collaborate with marketing, product, design and dev teams as a key strategic partner. Understand client objectives and provide leadership and contribute strategic and creative ideas. Produce layouts, storyboards, wireframes and interactive demos to communicate creative concepts for a range of graphic and UI/UX projects. Take complex ideas or campaigns and execute final vision. Lead the creation of production-ready comps and assets that support multiple screen sizes and formats.

Feb 2017 – July 2018 LEAD GRAPHIC DESIGNER – ConsumerTrack, Inc.

Promoted within the company. Own artistic direction for all editorial and social content. Create, manage, and update brand style guide. Function as key designer for branded projects– including but not limited to– logos, gifs, social banners, websites, photo editing, marketing campaigns, banner ads, email campaigns, animations, print and digital assets, landing pages and presentations. Manage Jr. Graphic Designer and Graphic Design Intern.

2016 – 2017 GRAPHIC DESIGNER/PHOTO EDITOR – ConsumerTrack, Inc.

2014 – 2015 GRAPHIC DESIGNER – Vertical Printing & Graphics

2013 – 2014 DESIGNER/ILLUSTRATOR – UCSD Guardian

EDUCATION

University of California,
San Diego

B.A., Communication,
Graphic and Digital Design

SKILLS

Brand Strategy & Design
Illustration
Graphic Design
Typography & Lettering
Visual Design
Motion Graphics
Social Media
Digital Marketing
Print
Packaging

UI Design
UX Design
Prototyping
Wireframes
User Flows
Responsive Design
Design Systems

Art Direction
Project Management
Creative Thinking
Thought Leadership

TOOLS

Photoshop
Illustrator
Sketch
XD
After Effects
InDesign
Figma

HTML
CSS
JavaScript

MANAGEMENT

Jira
Basecamp
Trello
Monday.com