

# Flavia Salvadori

## Senior Art Director • Seattle, WA

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### CORE COMPETENCIES

Creative Strategy & Direction • Creative Ideation & Development • Strategic & Creative Problem Solving  
Team Leadership & Management • Project Management • Presentation & Communication Skills • Cross-Functional Collaboration • Client Relations • Problem Solving • Time Management

### TECHNICAL PROFICIENCIES

Adobe Creative Suite • Photoshop • Illustrator • After Effects • InDesign • XD • Figma • Sketch • Facebook  
Instagram • LinkedIn • Snapchat • TikTok • YouTube • Jira • Trello • Monday.com • Harvest • Slack

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## Experience

### SENIOR ART DIRECTOR – Incubeta

Oct 2021 - Current

Promoted within the company to lead a team of creatives, including designers, copywriters, animators, and developers, and work cross functionally with marketing, social, and account teams to deliver impactful and integrated digital campaigns.

- Oversee creative teams to design, develop and deliver assets for social media, creative video, display, DOOH, CTV, and landing pages for clients such as TikTok, HBO, Google, Disney, Amazon, and Netflix.
- Lead a new agency partnership with TikTok, creating innovative video content for clients in e-commerce, automotive, food & beverage, education, and more. Achieved a top-performing campaign resulting in a 300% increase in 6-second VTR, 32M impressions, and a 43% increase in engagement.
- Manage a 4-year ongoing partnership with Credit Karma, delivering 20 monthly campaigns that include assets for emails, in-product elements, paid digital, video, and social media, generating over \$1.7M in company revenue.

### ART DIRECTOR – Incubeta

Aug 2018 - Oct 2021

Collaborated with marketing, product, design, and development teams as a crucial strategic partner, gaining insight into client objectives and providing leadership while contributing strategic and creative ideas. Led the direction of assets for various creative projects, including but not limited to storyboards, email marketing campaigns, social media creatives, wireframes, landing pages, video campaigns, and display ads. Transformed complex ideas and campaigns into realized visions, taking charge of creating production-ready comps and assets capable of supporting multiple screen sizes and formats.

### LEAD GRAPHIC DESIGNER – ConsumerTrack, Inc.

Feb 2017 - July 2018

Promoted internally to oversee artistic direction for all editorial and social content. Developed, managed, and regularly updated company-wide brand style guide. Served as principal designer for a variety of branded projects, including logos, GIFs, social banners, websites, photo editing, marketing campaigns, banner ads, email campaigns, animations, print and digital assets, landing pages, and presentations. Supervised and mentored Junior Graphic Designer and Graphic Design Intern to ensure cohesive and high-quality deliverables.

### GRAPHIC DESIGNER/PHOTO EDITOR – ConsumerTrack, Inc.

2016 – 2017

### GRAPHIC DESIGNER – Vertical Printing & Graphics

2014 – 2016

### DESIGNER/ILLUSTRATOR – UCSD Guardian

2013 – 2014

**EDUCATION** University of California, San Diego • B.A. Communications, Graphic and Digital Design