

# 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