



Sol Felizar-Lattanzi

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## Profile

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Senior Art Director with strong background in international multilingual corporate design

- Detail-oriented, highly organized multi-tasker, with proactive approach to problem solving
- Deep expertise in branding development and corporate identity
- Full understanding of printing process, pre-press proofing and specifications
- Extensive experience in financial services sector
- Softwares: Adobe Creative Suite — InDesign, Illustrator, Photoshop, After Effects, Bridge, Acrobat, etc — Sketch and Keynote
- Languages: Fluent in English, Spanish and Italian

## Experience

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- 2013 / Current     Senior Art Director — Bank of America, in-house advertising agency: Enterprise Creative Solutions (ECS), New York, NY (Contract position, Aquent 2013 / 2018 — TeamPeople 2018 / current)
- Support the Creative Director with fresh and innovative branding ideas for the bank's Global Banking and Markets division
  - Manage and execute creative design from initial concept to release, to communicate the organization's marketing objectives
  - Partner with other disciplines (account, traffic, production, copywriting, art buying) and provide direction to junior Art Directors and Graphic Designers as needed
  - Establish job specifications to conform to time and budget parameters
  - Develop strategies and design communication material across all media. Extensive experience in ad-campaigns for social media (Twitter and LinkedIn), infographics, storyboards for digital ads, print collateral, advertising, invitations, print and digital brochures, promotional event material, direct mail
- 2013 / 2013     Independent Branding Director — Draft FCB, New York, NY
- Helped the Creative Director and branding team conceive a marketing campaign for the African-American Music Appreciation Month. Designed posters, online invitations, T-shirts and bags to promote the event
- 2005 / 2013     Independent Art Director — New York, NY — Online Portfolio: [www.felizarlattanzi.com](http://www.felizarlattanzi.com)
- Created editorial material as well as promotional pieces for non-profit organizations such as Instituto Cervantes of New York and Americas Society/Council of the Americas
  - Designed and produced graphics for marketing collateral, such as 4 color-process print ads, digital ads, web sites, flyers, direct mail, packaging, labels and brochures for clients Carbone Travel, Electronic Office Systems, New Atlantic Seafood
  - Designed and created a branding image for hedge funds and financial institutions such as Akeida Capital Management and Latin Portfolio. Responsible for designing logos, stationery, folders, invitations and PowerPoint presentations
- 2000 / 2005     Art Director — DiReggio Advertising, Yorktown Heights, NY
- Co-managed the art department with the Creative Director, working with a team of designers, copywriters, photographers and production specialists in U.S. and South American offices
  - Responsible for conceiving and designing catalogs, brochures, promotional kits, annual reports and multimedia presentations for international and multilingual financial and banking institutions and consumer goods companies. Accounts included Citigroup, HSBC, MasterCard, American Express, New York Stock Exchange, BlackRock, Anthracite, Sanyo and Siemens AG
  - Developed a new look for Citigroup's products: International Personal Banking, Citigroup at Work and Citigold
  - Designed and created a branding image for Julia B. Fee Real Estate. Responsible for ad listings, published in The New York Times, The Wall Street Journal and Crain's Magazine. Experienced at working on media and press kits
  - Managed art campaigns for corporate and commercial real estate companies, including Insignia ESG, SLGreen Realty Corp., Silverstein Properties, Cushman & Wakefield
  - Responsible for designing marketing collateral, product packaging, web sites and multimedia kits, branding portfolios, brochures, direct mail, annual reports, newsletters and stationery
- 1996 / 2000     Project Manager, Graphic Designer — Sacerdoti Inc., Buenos Aires, Argentina
- Responsible for managing and implementing an eight-month international advertising campaign launched in Latin America for Citibank U.S. — Worked closely with client's marketing staff and business development managers
  - Supervised and coordinated all phases of advertising, production and printing process
  - Assisted art department management with the design and implementation of various advertising campaigns for brands such as Nike, Eveready, Duracell, Walt Disney, Goodyear
  - Designed and produced packaging, displays, flyers, brochures, promotional graphic items, calendars, posters and ad-campaigns for international and local pharmaceutical companies, including Boehringer Ingelheim, Roemmers, Nycomed SA, Astrazeneca SA
- 1995 / 1996     Graphic Designer — Comarci Publishing, Buenos Aires, Argentina
- Responsible for the design of two 60-page magazines, distributed monthly
  - Designed full-color ads for major Argentinean newspapers: La Nación and Clarín

## Education

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1998 / 1999

Politecnico di Milano, Italy

- Masters Degree in Strategic Management Design.

1990 / 1994

Universidad de Buenos Aires, Argentina

- Bachelor of Fine Arts, Graphic Design.