

F R E D A T A N A S I O

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PROFILE

Art Director, Creative Director, Creative Designer, Creative Manager, UX Designer with a proven ability to discern a client's or company's needs and develop fresh, unique, successful designs for digital and traditional marketing programs, product launches, corporate identity, promotions and collateral materials across a wide variety of industries. A solid reputation for a strong work ethic, meticulous with details and ability to manage a diverse array of responsibilities. Adept at ensuring the most professional, efficient and appropriate creative services in an environment that delivers effective results. An inspiring and creative team leader who encourages staff development, continuous improvement and the highest quality of service.

FL&O Communications, Smithtown, NY

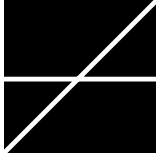
Creative Director / Design Director / UX Design & Developer **2017-CURRENT**

- Successfully developed new brand for startup \$MM company
- Designed and developed rebranded websites for parent and its affiliates companies
- Responsible for all their rebranded marketing materials
- Currently developing new brand social media strategy and implementation
- In addition, saved client 20%-30% on vendor/web development costs by streamlining processes and introducing new cost effective development tools

Whitsons Culinary Group, Islandia, NY

Director of Creative Services **2012-2017**

- Successfully developed / managed new creative team within marketing department
- Designed Whitsons' new corporate website, multiple School Nutrition district websites and special retail branded websites
- Implemented the design and launch of "Tastefully Plated," a new retail brand which added high profile clients such as Walmart, Target and Stop & Shop
- Responsible for layouts / designs of Whitsons digital marketing, including email templates, social media pages and graphics for video production
- Special projects included: product packaging, POP and promotional campaigns
- Saved 30%-35% of vendor/packaging costs by introducing innovative designs for product packaging, case packaging, shipping boxes and pallet configurations
- Initiated food packaging automation systems and outsourced creative projects at a significant savings



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Whitsons Culinary Group, Islandia, NY

Creative Consultant

2010-2012

- Collaborated with Marketing department at Whitsons on strategic objectives for new product lines: Simply Classic, Homestyle Meals and NuLife Foods
- Oversaw creative for each new product line, including corporate identity, tag lines, type treatments, color palette, product photography, product package design and marketing and sales collateral
- Created wireframes for design of the NuLife Foods new ecommerce website

Linx Communications, Inc., Smithtown, NY

Vice President, Creative Services and Creative Director

2007-2010

- Successfully merged company and clientele
- Created and implemented creative branding campaigns for high end clients, including Briggs & Riley, Alure Home Improvements, Trump On The Ocean, The Vineyards and Action Envelope
- Developed e-commerce websites, social networks, community portals and email campaigns, as well as traditional and digital marketing and advertising programs

UX Design

Website Design

Digital Marketing

Logo Design / Identity

Corporate Branding

Photo Retouching

Brochure Design

Marketing Collateral

Sales Collateral

Package Design

Dimensional Mail

Merchandising / POS

Advertising

Vendor Management

Fresh, a Design & Marketing, LTD.

Creative Director, President and Founder

2002-2007

- Developed unique branded- websites, digital as well as traditional marketing and advertising programs, dimensional mailers, special events, signage and interiors
- Clients included Canon USA, First NY Title, LTD, Henry Schein, Inc., Gundermann & Gundermann Insurance, OneSource Document Management, Age Management Associates of NY, Blue Horseshoe Productions and Display Presentations, LTD.

Cole Communications, Inc., Massapequa, NY

VP Creative Services & Creative Director

2000-2002

- Built and developed a creative division in a new strategic marketing company
- Awarded 3 BOLI awards in its first year of existence
- Worked with new business development program which won many accounts, including: Bethpage Federal Credit Union, The Long Island Aquarium, Lexus of Massapequa, Sunrise Mall and Radio City Entertainment

SOFTWARE SKILLS

Expert in Adobe CC Creative Suite 2018—
Photoshop, Illustrator, Acrobat & InDesign
Proficient in MS Office—
PowerPoint, Outlook, Excel & Word

AWARDS

Awarded 9 Best on Long Island
(BOLI) Awards
Awarded 3 Business Publishing
Achievement Awards