



Cristiano Petrini

Objective:

An Art Director capable to work in creative and innovative teams to share ideas that will produce outstanding solutions.

Sofi N. 259.52.68.24

Languages:

Native Italian and advanced written and spoken English.
(een klein beetje Dutch)

OS:

OSX, Windows Xp, Windows 7, Ubuntu

Softwares:

Illustrator, Photoshop, InDesign, Dreamweaver, Autodesk Maya, CSS, Less, HTML5, Office Suite.

Education:

BFA - Bachelor of Fine Arts,
"Visual Communication Design"

University of Hartford, Hartford
Art School, Hartford CT USA

3D Certificate SAE Institute
Amsterdam, The Netherlands

Address:

Jacob Van Lennepkade 603
1054 ZS Amsterdam
The Netherlands, Noord Holland

Professional Experience:

Aug 2010 - Present

GHSC Trading Bv, Amsterdam, NL

Art Director

Duties:

- Prepared and managed projects from concept to final products for the 8 sister companies.
- Created the complete visual identity of 4 companies
- Created all the 4 main companies Brand Books
- Created material for pitches
- Created a line of clothing
- Print and digital Advertising, Fairs Booths, Standing Displays, 3D packaging, Logos, Brochures, Catalogues, Flyers, Menus, Stickers and complete set of derivatives for these companies.
- Car wrap graphic
- Prepared and managed projects.
- Met with clients and service bureaus
- Assisted in development of all materials

Clients include Green House Seed Co., Powder Feeding, Green House Feeding, Green House Clothing, Strain Hunters, Strain Hunters Seed Bank, GrowHD, Green House Cooffeeshops, Green House Kitchen.

Jun 2003 - Present

vektor57 New York / Amsterdam / Rome

CEO

Duties:

- 360 Print And Digital Creative Designs Solutions
- Specialized in building every visual aspect of a company
- Creating a brand from nothing
- Logos
- Design and coding for websites
- 3D graphics & animation
- Print & Interactive flyers
- Catalogues, Brochures, Posters

Clients include 4 bit Records, Wonder Wet Records, WoodStyle, Fisiocomputer, Fireplaces Italy, Sergio Picciaredda, Van Der Hoeven interior Design, La mia casetta, Smylez Productions...

Jan 2006 - Jun.2006

OY Communications, Amsterdam
In-House Graphic Designer

Duties:

- Designed catalogs covers and spreads.
- Logos, packaging, posters and 3d Scketches
- Created innovative ideas following guide styles
- Prepared and managed projects from concept to final products

Clients include Nike Europe, Nike ACG, Levis Europe, Nestlé Waters Direct...

Jan 2005 - Jan 2006

The Reps, Amsterdam The Netherlands
Graphic Designer

Duties:

- On Contract Graphic Designer and Visual Designer

Clients include Nike Europe, ABN Amro, TWA, Puma, Shell and more

Dec 2003 - Dec 2004

Influential Designs, Manchester, CT USA
Junior Graphic Designer

Duties:

- Designed layouts, created logos for brochures, advertisements, catalogs and annual reports
- Prepared and managed projects
- Met with clients and service bureaus
- Assisted in development of all materials

Clients include Hispanic Health Council, University of Connecticut, Birth to Three, Carvel, BJ's Wholesale Club, United Technologies, Aetna, The Ebony Horsewomen, Charter Oak Cultural Center, CAUSA and The City of Hartford

Nov 2002 - Nov 2003

Internship Influential Design, CT USA
Internship Graphic Designer

Duties:

- Assisted with the development and design of educational materials for community members
- Created layouts for brochures, posters, newsletters and community health directory
- Assisted with the development of the Hispanic Health Council

Education:

Bachelor of Fine Arts

VCD - Visual Communication Design

University of Hartford, Hartford Art School, Hartford CT USA

3D Certificate SAE Institute

Amsterdam, The Netherlands

Awards:

- Best Senior Portfolio of the Year -
- Graduated with Magna Cum Lauda
- Best Logo Design, "GD USA" in 2009 NY