

CHRISTINA PILUSO

christina@christinapiluso.com
www.christinapiluso.com

WIEDEN+KENNEDY Portland, OR Studio Artist 4.2008 - Present

Clients include Levi's, Starbucks, Electronic Arts (EA) and Target.

Work with creative team to help develop concepts set forth by the Art Director.

Build comps including print ads, brochures, booklets, outdoor, web, POPs, direct mail, leave-behinds, and logos. Create presentation materials for new business pitches.

Create estimates, schedules, and maintain production budgets for time and materials.

Prepare final digital files, mechanicals and proofs to be sent to printer and publications. Convert files to variety of formats to accommodate usage.

Prioritize workflow in an effective manner, maintaining a high level of organization and consistency.

Problem solve/troubleshoot using previous experience and resources within and outside of the agency.

Work independently as well as in teams while showing initiative, dependability and promptness under crisis situations and tight deadlines.

OLIVE New York, NY Art Director 9.2005 - 3.2008

Clients included Honeywell, Women's Entertainment, National Lampoon, FreshDirect, ZLB Behring, La Cense Beef and La Cense Montana.

Managed and developed concepts and designs for multiple projects simultaneously, including print and web advertising, trade graphics, direct mail, packaging, internal and external communications.

Revitalized marketing and communications pieces for Honeywell Specialty Materials to reflect fresh and innovative brand standards.

Led design teams including in-house freelance designers, strategists and copywriters while working closely with account directors and marketing managers for projects completed in-house and off-site.

Maintained budget restrictions and deadlines while achieving high quality output.

Hired and directed photographers and photoshoots, image research and coordination.

Encouraged brand stewardship to maintain consistent visual standards and a clear voice.

GARMENT Portland, OR Freelance Designer 1.2006 - 12.2007

Developed visual identity and brand for retail clothing company supporting independent local designers.

Created company logo, signage, garment tags, business cards, receipt book, stickers, bags and advertising.

Coordinated with web designers to encourage consistent visual language.

WELLSPRING New York, NY Designer 9.2003 - 5.2006

Created artwork for films by Jacques Audiard, Arnaud Desplechin, Werner Herzog, John Pierson, Lars Von Trier, Todd Solondz and Thomas Vinterberg.

Developed packaging systems including DVD/VHS sleeves, face labels, booklets, as well as trade advertisements, postcards and banners.

Converted artwork to meet new specifications along with new marketing materials.

Created HTML newsletters and invitations to film screenings and events.

Researched imagery, purchased photography and coordinated with vendors.

Maintained communication between Theatrical and Home Video departments to create consistent visual standards.

CIELO BLU STUDIOS New York, NY Intern / Freelance Designer 10.2003 - 6.2004

Developed product catalog and invitation to national trade shows.

Sourced materials and vendors. Researched industry, competition and trends for optimal positioning and awareness.

BFA Applied Visual Arts (Cum Laude) Oregon State University