

JACI RAI

art direction + design

NEW YORK CITY | 646 884 1808 | jaci@kvlt.co | kvlt.co

experience

SAATCHI & SAATCHI WELLNESS

ART SUPERVISOR 5/2016 – PRESENT

- + Client-facing, day-to-day art lead across two brand teams, providing direction and mentorship to designers
- + Responsible for print + digital material for both HCPs and patients as well as new campaigns and broadcast work
- + Responsible for concepting + execution for new business pitches

HAVAS LIFE METRO

ART SUPERVISOR 3/2015 – 5/2016

SR. ART DIRECTOR 7/2012 – 2/2015

- + Client-facing, day-to-day art lead across brand team, providing direction and mentorship to designers
- + Played an integral role in development of pre-launch material: identity, concepts, core pieces, final campaign pull-through

EVERLAST

ART DIRECTOR 6/2010 – 7/2012

SR. DESIGNER 6/2008 – 6/2010

GRAPHIC DESIGNER 6/2006 – 6/2008

- + Responsible for strategic conceptualization and execution of ad campaigns; print and digital marketing material; website front-end design; social media & direct-to-consumer materials
- + Responsible for retaining brand consistency on a global scale amongst licensees
- + Responsible for conceptualization, production and art direction of lifestyle & product photo / video shoots
- + Played a central role in full rebranding of corporate identity

NO FEAR

ART DIRECTOR 1/2012 – 7/2012

- + Responsible for the creative development and branding for the global relaunch

freelance

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CREATIVE DIRECTOR 6/2008 – PRESENT

- + Freelance creative direction, design & brand consulting

education

STATE UNIVERSITY OF NEW YORK – NEW PALTZ / New Paltz, NY

BFA, Graphic Design – 2006

Minor, Art History