

Carl DiRocco

Senior Graphic Designer

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Reading, MA



Senior Designer

Natixis Global Asset Management, Boston, MA | 2013 – Present

Natixis Global Asset Management is the 17th largest asset management firm in the world with \$904b in assets.

Responsible for creating on-brand, on-strategy, ROI-focused marketing creative solutions for online, collateral, and events. Coordinate the Natixis brand compliance for print and online materials.

Online: Design of campaign pages, emails, banners, info graphics & UX wire frames. Collaborate with Digital Marketing to ensure proper web development.

Print: Concept and design of sales material, white papers, ads, large scale outside signage and trade show exhibits.

Accolades for my design and production of the Natixis 2014 Strategy Guide

"...this is the most effective marketing piece I have seen in my 11 years at the firm. It is a high quality piece and truly helps us in our efforts to build a diversified/durable business mix." – Managing Regional Director-Northeast

"...best leave-behind piece we've ever had." – SVP, Investment Strategy

- Mentoring Junior Designers.
- Strong self-motivation, accountability, and drive to succeed.
- Ability to juggle multiple projects at once, last minute requests and quick turnarounds with a positive attitude.

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Senior Designer

Jack Morton Worldwide, Boston, MA | 2013 – 6 month contract position

Jack Morton is a global brand experience agency with offices in five countries.

Online: Designed both online and in-store concept signage for the agency's largest client, Subway:

- "Hunger Games Catching Fire" promotion, resulting in the winning of the assignment.
- Created concepts for Subway's Pixar's "Monster University" Facebook promotion.
- Production work of the Subway "Iron Man 3" online campaign.

Print: Concept and design of internal campaign signage for Proctor and Gamble.



Senior Designer

Kaspersky Lab, Woburn, MA | 2009 – 2013

Kaspersky Lab is the world's largest privately held Internet Security company.

Online: Designed landing pages, promotional email campaigns, and banner ads.

Events: Created branding for the Kaspersky Lab Partner Conference three years in a row. This included creating graphics for all of the event's design needs; web, large outdoor/indoor signage, direct mail, and giveaways.

Trade shows: Designed up to 10'x20' exhibits to support Kaspersky's B2B and B2C messaging. Shows included Microsoft World (promoting Ferrari partnership), Gartner, VMWorld, RSA, and multiple worldwide security summits.

- Voted first "Kaspersky Lab Hero" by peers; criteria were creative problem solving, dedication, and teamwork.



THOMSON REUTERS

Senior Designer

Thomson (Financial) Reuters, Boston, MA | 2007 – 2009

Thomson Reuters, with annual revenue of over \$14 billion, is a provider of information and technology solutions to the worldwide financial community.

Rebrand: Worked closely with an outside design agency to implement the rebranding of Thomson Financial to the new Thomson Reuters identity system and vision, guided brand management through initial launch and ongoing compliance.

Direct Mail: Created mailer to promote Thomson Financial's new Investor Relations web based upgrades. Presented thumbnail concepts to senior management and directed multiple complex photo shoots. Managed the hire of stylists, models and photography crew. In total, the piece was mailed to 3,830 recipients that resulted in 805 external hits (21%) from the call to action.

Events: Conceptualized and created the visual identity for Thomson Financial's Sales Conference. My concept of "hip-hop" dancers was chosen for its originality and ability to meet the event's messaging needs in a memorable and exciting manner. The process included pitching multiple event concepts to senior management, directing a photo shoot, creating email, print, and clothing designs.



Graphic Designer

Keane, Boston, MA | 1998 – 2000, 2003 – 2007

Keane is a \$1 billion IT solutions provider with offices in the U.S., Canada, Australia, and the U.K.

Annual Reports: Collaborated with Senior Executives, Marketing Director, writing staff, and photographer to conceptualize, design, and print Keane's annual reports.

Direct mail: Developed a unique three-dimensional "Partnership" themed piece to build awareness of Keane's brand and raise interest in our services. Resulted in 27 leads and a win valued at \$145,000.

Events: Conceptualized and created all aspects of Keane's Gartner Outsourcing Summit platinum sponsorship package for four consecutive years. Working closely with lead writer and, starting with thumbnail stage, created and pitched numerous show concepts to senior management. Applied chosen theme to print advertisements, booth signage, web pages, banner ads, giveaways, and hospitality suite promotions.

- Supporting all business units including retail, B2B, B2C, channel, end user, PR, and internal communications with offline and online marketing programs.
- Planning and executing print and electronic sales and marketing initiatives including email design, event support designs, web graphics, info graphics and web pages.

Education

Graduate of the New England School of Art & Design 3-year Graphic Certificate program, Boston, MA

American Graphics Institute UX Class: UX Design Principles

Software skills: Adobe Creative Cloud, InDesign, Photoshop, Illustrator | Squarespace | MS Office

Interests: I am a published Children's Book Illustrator. My art has been published in twelve children's books, including: Cooper and Packrat: Mystery of the Missing Fox, Cooper and Packrat: Mystery on Pine Lake, and Cooper and Packrat: Mystery of the Eagle's Nest, (all Junior Library Guild winners), Dear Big, Mean, Ugly Monster, (a Minnesota Humanities Book Award finalist), and Our Principal Promised to Kiss a Pig (a Children's Choice Selection).