



Vincent Romaniello

513 Johnson Avenue
Brooklyn, NY 11206
267-902-1115

romaniellodesign.com
vincent@romaniellodesign.com

Work Experience

- 1998-Present Freelance art direction, graphic design and video projects for various firms and institutions: DeLuca Homes, Penn State University, Center for Art in Wood, The Schuylkill Center, Landtech, Philadelphia Museum of Art, Mad Dogs Food, Lewis Engineering, Settlement Music School, Bedbugzz, Haines Gallery, Black Bear Deli Foods, Group Motion Dance and others.
- 1997-1998 **Ritter Inc. Advertising and Marketing** agency specializing in packaging and POS for Wawa, J&J Snack Foods, Pet Valu, CNA Insurance and others.

Designed all graphics for the Wawa Bakery launch including the display case graphics, menuboards, banners, outdoor and newspaper advertising.
- 1995-1997 **Cometto Direct**
Senior art director/designer for catalogs, magazine ads, direct mail kits and web design. Clients: PECO, PSE&G, First USA, Lennox, Biomol, Institute of Scientific Research. Honored with a Benjamin Franklin Award for in-house advertising campaign.
- 1995-1996 **The Franklin Mint**
Senior art director for celebrity jewelry including Bill Blass, Faberge, Carolina Herrera, Sophia Loren and others. Direct interaction with department VP's and the company president.

Supervised staff, freelance writers and designers along with directing in-house photographers, stylists, electronic prepress and printers. Responsible from concept to press proofs for direct mail campaigns and catalogs.
- 1990-1995 **Oppenheimer Advertising**
Senior art director for international collectible, tabletop, toy and housewares clients. Playmobile, Lladro, International China, Bob Timberlake, Playmobile and others. Worked as part of team to establish advertising strategies, AD in-house photo studio, managed design staff and freelance talent.

Design through final production of integrated campaigns including package design, direct mail, point-of-sale displays, catalogs and magazine advertisements.
- 1984-1990 **Romaniello Design** (freelance)
San Francisco Conservatory of Music, Deloitte Touche, HarperCollins, Theatre on the Square, Joy Berta Dance, Technical Analysis, SF Bay Guardian, Bay Area Musician Magazine and others.

Education

The New York Academy of Art, New York NY
School of Visual Arts, New York NY
Academy of Art University, San Francisco CA

Tools*

Advanced Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC

Proficient Muse, Final Cut, Premiere Pro, MainStage, Logic Pro X, GarageBand, Flash Professional, Quicktime Pro, Audition, Acrobat Pro, Microsoft Office, various FTP, word processing and audio programs

*Adobe Creative Cloud subscriber (current)

Equipment

27" iMac Fusion Drive, 15" MacBook Pro Retina Display, 15" MacBook Pro, Mac Pro Tower, M-Audio Axiom Air 49, Yamaha P-105 Digital Piano, Sony DVCAM, Nikon DX, Lumix DMC ZS8, Video lighting, audio and accessories

Social Media

Romanblog II (art blog), FaceBook, Tumblr, LinkedIn

Honors (select)

ALGA, NY Art Directors Club, How Magazine, Graphis, Print Regional

Interests

Keyboards/Percussion, Fine Art, Reading, Cooking, Travel