

JOHN BRANCALE
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SUMMARY: Extensive experience as a creative director, focused in the cosmetic and fragrance areas. Black Belt level at launching new products, forming a brand's visual DNA. Heavily seasoned in the development of line images, logos, packaging, point of sale graphics, and video, for mass market, luxury, e-com, and department stores. An expert knowledge of computer design software, coupled with proven success leading and managing creative staffs.

QUALIFICATIONS: Over 12 years Director Level experience.

An excellent design sensibility, ability to create 2D and 3D visual solutions, to answer any business objective.

Able to take a creative vision from concept through execution with consistent on time, on budget results.

High level verbal and written communication skills. Comfortable with hand sketching in a boardroom on the fly, as well as creating inspiring multimedia presentations that can telegraph a clear understanding of a concept to any audience.

Strong computer knowledge, Expert at Adobe Creative Suite, 3D software, including Sketchup, Strada, Blender.

Strong leadership and people management skills to hire, develop, inspire, and motivate a design team.

DIRECTOR LEVEL EXPERIENCE

32 DEGREES, NEW YORK

CREATIVE DIRECTOR VISUAL MERCHANDISING

Responsible for the creation and execution of store experiences, graphics, fixture development, and store design.

Design headquarter showrooms and prototype environments, with roll out to four trade-shows annually.

Oversee international, as well as the domestic production of creative elements, printing fixtures, and millwork.

Directly report to CFO on all budget approvals, financial projections and creative budget of over 4 million dollars

.Direct report to President, of company. Supervise a staff of seven, plus freelance personnel. April 2016-present

COTY BEAUTY, NEW YORK

SENIOR ART DIRECTOR

Create graphic and P.O.S. solutions based on objective briefs from Marketing Services for cosmetics and fragrances.

Manage photo shoots from start to finish, including choosing selects and overseeing retouching.

Define the overall look and feel of P.O.S. elements, graphic assets and style guides for brand development.

Direct report to Creative Director. April 2012-Dec. 2015

MAYBELLINE, NEW YORK

SENIOR ART DIRECTOR

Designed printed marketing brochures, and advertisements, from creative conception through final production.

Concept and design all product exhibits for national sales meetings, experiences and special events.

At photo shoots, provided art direction and supervised styling of photography for collateral and packaging artwork.

Direct report to Creative Director. Supervised a staff of 2. October 2012-Dec. 2015

RELATED SENIOR LEVEL EXPERIENCE

BERGDORF GOODMAN, NEW YORK

SENIOR VISUAL MERCHANDISING MANAGER

Responsible for designing all visual merchandising installations and visual collateral for Cosmetic and Fragrance areas on a weekly promotional schedule, while monitoring ongoing renovations for cosmetics, accessories and ready to wear.

Supervised a staff of 4, plus freelance personnel. December 2010 -October 2012

MACY'S HERALD SQUARE, NEW YORK

VISUAL MERCHANDISING, SENIOR EXECUTIVE

Worked closely with Divisional Merchandise Vice Presidents and Corporate Visual Merchandising to create fixtures, and merchandising standards for Macy's North East. Lead Designer for store wide promotional events and product launches.

Supervised a staff of nine, including executives. April 2004-January 2010

EDUCATION

HUNTER COLLEGE, NY, NY, B.A. FINE ARTS