

*MICHAEL VADINO*

*CREATIVE DIRECTION AND DESIGN*

*SPECIALIZING IN BRAND DEVELOPMENT AND PRODUCT DESIGN FOR FASHION, BEAUTY, CULTURE AND TECHNOLOGY.*

GOTHAM / BEAUTY@GOTHAM April 2015 - March 2016

Freelance Creative Director

Maybelline Cosmetics 2016 Global Campaign concept development (including new product development, art direction, copy direction)

LIQUID AGENCY (New York, San José, Portland, San Francisco) April 2014 - April 2015

Associate Creative Director

Director and Designer of video, print, digital and experiential marketing as well as developing and executing brand strategy.

Hired to assist in establishing the New York office and building the creative department.

Clients: Nasdaq, Lexis Nexis, John Deere, NTT Communications

BUREAU™ 2008 - 2012

Founder / Creative Director

Design studio specializing in comprehensive branding, product design, strategic marketing and identity design.

BUREAU™ clients:

Limited Corp. / Bath & Body Works

New product development / Package design / Package production

Coty Fragrance International (Coty Prestige, Coty Beauty, Coty Paris)

New product Development

Primary and secondary package design and production for: Marc Jacobs, Calvin Klein, Sarah Jessica Parker, Jennifer Lopez, Vera Wang,

David Beckham and Madonna

Special projects concept development, art direction, design and production

New business and market strategy development (Levi's, The North Face, Katy Perry)

Marc by Marc Jacobs

Art direction / Production design

X-Initiative / Elizabeth Dee Gallery

Branding / Identity / Campaign design (print, digital, merchandise)

Joan & David

Campaign development / Art direction

Yves Saint Laurent

Concept development and design for a special limited edition project

Aerin Lauder

New product Development / Primary & secondary package concepting

Oscilloscope Laboratories Films

Campaign art direction / Package design

Additional creative direction, art direction, product development, branding and identity development for:

Levi's, Karla Otto, James Murphy, Tim Hamilton, Mandy Coon, Temporary Residence Records, BGSQD Books, Penguin Books

THE LIMITED CORPORATION 2007 - 2008

Design Consultant

Collaborated directly with executive level marketers on product design and marketing strategy  
Directed a small team of designers  
Oversight of prototype production  
Oversight of print and structure production

Assigned accounts while at Limited Corp:

Bath & Body Works

Signature collection re-branding and product launch.

Primary and secondary package concept development Package design

Package production

C.O. Bigelow

Package design

Package production.

KRAFTWORKS 2005 - 2007

Associate Creative Director

Directed a team of designers and junior art directors

Oversight of campaign concept development, design direction and production

Assisted with art buying

accounts:

Aldo Shoes

Global Campaign development and execution

Joseph Abboud / JOE

Re-brand campaign development and execution

Speedo

Brand relaunch

Campaign development

Calvin Klein

Packaging art direction and execution

LAIRD & PARTNERS March 2005 - May 2005

Senior Art Director (Freelance)

project: DKNY Re-brand and brand book development, design and execution

CAIN ASSOCIATES 2001 - 2004

Senior Art Director

accounts:

Russel Simmons / Rush Communications / Phat Farm

Campaign concept development, art direction and production

STEVEN ALAN 1999 - 2000

Designer

Art direction, fashion design and graphic design

Steven Alan Men apparel line design development and production

EXHIBITIONS AND DISTINCTIONS:

10 year retrospective: The Art of DFA Records and LCD Soundsystem

Art Exhibition / Installation

Sydney, Australia

Invited to showcase 10 years of creative direction, product design and art for DFA records.

Work featured in New York Times T Magazine, Advertising Age Magazine, Print Magazine, Nowness.com

Contact:

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