

Portfolio ●
hellodegennaro.com

/in/taradege in



Education

Bachelor of Fine Arts

TEXAS STATE UNIVERSITY
Major in Communication Design

Skills

Branding
Visual Design
Digital & Web Design
Campaigns
Marketing
Social Media
Packaging
Swag
Events

Tools

Illustrator
Photoshop
inDesign
Premiere Pro
Google Suite
Referrizer
Figma
Monday
Asana

Work Experience

Freelance Art Director & Designer

HELLO STUDIO · FEBRUARY 2024 - CURRENT

- Leading and designing creative, defining the artistic vision from small brands to large companies.

Sr. Art Director

NOOD · FEBRUARY 2023 - FEBRUARY 2024

- Lead creative, managing multiple concurrent projects, meeting deadlines without compromising quality standards.
- Strategically united and refined the brand based off audience research, implemented new identity and brand guidelines.
- Directed photo and video shoots while providing art direction to photographers, producers, and directors.
- Designed, directed, and integrated cohesive creative output across photography, packaging, web design, paid ads and other marketing.

Sr. Art Director, Brand

RESTORE HYPER WELLNESS · JULY 2020 - FEBRUARY 2023

- Assisted in visually defining the brand, shaping their online presence, marketing and retail experience.
- Developed creative concepts and strategies for marketing campaigns to increase brand awareness, including a national campaign that helped drive an 81% year-over-year sales growth.
- Was the authority on Brand, designing and maintaining consistency across multiple channels and across the multifunctional team - ensuring a unified message was delivered to the target audience.

Art Director / Designer

THE GOODKIND CO · DEC 2017 - MARCH 2020

Brand & Visual Designer

EVOLUCITY COMMERCE · APRIL 2016 - NOV 2017