



*hi!*

*i'm*

**JUSTINE  
PEPE CHRISTIANO**

*art director*

I am looking for a job that both challenges and exercises my abilities. With ten plus years of experience, I am confident in my abilities to execute given tasks with my clean and minimal aesthetic.

## **CONTACT**

### **LOCATION:**

*Tinley Park, IL, 60487*

### **PHONE:**

*516 640 0278*

### **EMAIL:**

*justine.pepe@gmail.com*

## **EXPERTISE**

*Photoshop  
Illustrator  
Web Design  
Concepting  
Mentoring  
Photoshoots  
Casting Calls  
Budgeting  
Negotiating*

## **PORTFOLIO**

*justinepepe.com*

## **WORK EXPERIENCE**

### **MAC & MIA**

*Art Director / Nov 2017 - Present*

It is my responsibility to make sure all creative output (from myself + a Jr Designer & a Jr Photographer) is consistent and true to our brand. In this role I plan our mini shoots (every 2 months) from concept to execution. I touch every aspect, including planning casting calls, choosing models, prop shopping, finding locations, negotiations, and budgeting. Beyond all of this - as Start-Up life goes - I wear many hats in this role. I have plenty of opportunities to design our overall website, all social media, plus: ads & banners for paid advertisements, and I handle design for partnerships with other brands.

### **SAPIENT RAZORFISH AGENCY / CLIENT: ALDI**

*Social Media Art Director / May 2017 - Nov 2017*

At Razorfish, I was a lead director on the ALDI account. As a lead, I led a Jr. Designer and Jr. Photographer to complete a calendar of social posts. A main responsibility was to create PPT presentations for pitch - that completed full photoshoot decks (including props, purchases, inspirational images, etc).

### **ULTA BEAUTY**

*Social Media Art Director / June 2016 - Jan 2017*

This was a collaboration with the Marketing team and one copy writer. It was my duty to concept each Marketing item on the given social calendar, and then art direct a shoot 1-2 times a week. I was also responsible for then creating/resizing each post and package for delivery.

### **NY&CO**

*Senior Designer / Feb 2016 - May 2016*

I aided the company in deploying 2 daily emails, with a 1-day turn around time. Myself along with another designer would see these emails through. On occasion, I was lent out to support their web team to help with homepage banners and/or any other needs.

### **IDEEL.COM / GROUPON**

*Jr. Art Director / Oct 2015 - Feb 2016*

As the Senior Designer, I led two Junior Designers to complete their work in our three-day turn around time. I also designed campaigns that ran with affiliates, designed full site tabs, and flash sales that ran site wide. I also had a chance to Art Direct, in this role.

### **MACYS.COM / GROUPON**

*Web Designer / Oct 2013 - Oct 2015*

My responsibility upon being hired was to create supporting assets, that leads users from Macy's.com, to sitelets for corporate campaigns. As time went on, I was put in charge of social paid media campaigns - which included Right Hand Side, Newsfeed, MLPP units, and Facebook Exchange ads. I was the sole designer for these projects. Once I moved over to social, I led one Jr. Designer who filled my previous supporting asset role.

## **ADDITIONAL ROLES:**

### **C. WONDER**

*Sr. Web Designer / Nov 2012 - Mar 2013*

### **TIME INC / INSTYLE / STYLEFIND.COM**

*Web Designer / Jan 2011 - Jan 2012*

### **SHERMAN SPECIALTY**

*Production Designer / Oct 2007 - July 2010*

for more roles & information please visit: [linkedin.com/in/justinepepe](https://www.linkedin.com/in/justinepepe)

## **EDUCATION**

### **BACHELORS OF FINE ARTS**

*Briarcliffe College / 2009*

### **ASSOCIATES IN BUYING & MERCHANDISING**

*Nassau Community College / 2006*