

GILBERTO POCATERRA / ART DIRECTOR

gilbertop1@verizon.net

617-875-5624

gilbertopocaterra.com

CORE STRENGTHS

Brand development: Experience helping companies integrate their communication channels into a singular voice, moving beyond consistent implementation and focus on a consistent strategy to deliver the best customer experience.

Creative strategy: Hands-on Art Director with an open mind to find and implement the potential in any idea. Experience generating multiple solutions through original, on-strategy, and well-crafted design, often in collaboration with creative teams.

PROFESSIONAL EXPERIENCE

Freelance Designer

GILBERTO POCATERRA DESIGN (JUNE 2016 — PRESENT)

Art Director helping companies and individuals with brand strategy and one-off projects. I deliver integrated solutions with a well-defined message — original solutions that work well across marketing channels.

Partial client list: PTC (Software), Axendia (Life-Sciences Ecosystem), USAlliance (Credit Union), Level Ex (Gaming), Suffolk (Construction Management), Jenzabar (High Tech), VUE Health (Communications Agency) Martha Kurz (Grant writing).

Design Director

MFS, BOSTON (SEPTEMBER 2010 — MAY 2016)

Played key role in articulating, promoting, and protecting a fully integrated brand. As the MFS brand reputation was on the rise, Lippincott, a brand-consulting leader, was hired to further differentiate MFS from its competitors. The implementation of the rebrand was my most rewarding accomplishment at MFS. The new selling system was curated to eliminate redundancies, and shape into a fully integrated brand – on time and on budget.

Developed and mentored a team of designers to meet the highest of standards, encouraging innovation and challenging status quo. Management responsibilities included hiring and developing creative staff, supporting operational goals, strengthening client's relationships, allocating creative resources, and supporting business priorities.

Lead Designer

MFS, BOSTON (OCTOBER 2003 — SEPTEMBER 2010)

Hands-on lead designer and original thinker. Responsible for creating distinctive, flawless work and pitching new ideas to evolve the brand. Assisted creative director and guided other designers with branding matters. Partnered with copywriters to develop concepts for the retail and institutional platforms.

Design Manager, Fidelity Investments Institutional Services (FIIS)

FIDELITY, BOSTON (AUGUST 1997 — OCTOBER 2003)

Lead creative oversight for Fidelity Advisor Funds, a family of load mutual funds offered to investors exclusively through financial advisors. In collaboration with writers and planners, I was responsible for evolving brand strategy to generate the tools financial advisors need to promote Fidelity's products. Responsibilities included working with the automation team to generate on brand factsheets and quarterly reports in a highly regulated industry.

Packaging Designer, Worldwide Packaging Group

POLAROID, CAMBRIDGE (JULY 1995 — JULY 1997)

Responsible for streamlining and redesigning multi-lingual packaging for professional instant films, electronic products, and brand extensions ranging from batteries to digital cameras. Worked with packaging engineers, editors, translators and manufacturing to support Polaroid worldwide.

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EXPERTISE

- Brand management
 - Integrated marketing
 - User experience
 - Art direction
 - Concept development
 - Management skills
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EDUCATION

NORTHEASTERN UNIVERSITY

Interactive Design Certificate

RHODE ISLAND SCHOOL OF DESIGN

Master of Fine Arts, Graphic Design

Providence, RI

INSTITUTO DE DISEÑO

Bachelor, Graphic Design

Caracas, Venezuela

SOFTWARE

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft Office (Excel, Word, and PowerPoint)
- WordPress, and Dreamweaver
- Fundamental knowledge of HTML and CSS.