

DAVIDE MANCINI

— CREATIVE

DIRECTOR (ART)

+ DESIGNER



+31 6 23290931 – DAVIDEMANCINI@ICLOUD.COM –

DAVIDEMANCINI.COM –     Bē

HI! I'M DAVIDE MANCINI A 30-SOMETHING CREATIVE DIRECTOR HELPING COMPANIES BECOME BRANDS THROUGH THEIR COMMUNICATION ASSETS AND CAMPAIGNS. I KEEP BUSY COORDINATING MULTI-DISCIPLINARY TEAMS TO BUILD PROJECTS AND COLLABORATE SMOOTHLY. DELIVERING JAW-DROPPING WORK. ON-TIME AND WITHIN BUDGET.

My predominant work responsibilities involve contributing to brand strategy development to deliver, through design, the right message in the best form for the business case/client's objectives.

- Making projects a creative and commercial success – I lead the creative execution during the design stage in collaboration with a wide range of other communities including planners, account and project managers, designers, copywriters, photographers, illustrators, and animators.
- Overseeing production while paying excellent attention to detail and to the client's brand guidelines.

What has brought me here:

- 15+ years of experience working as Art Director and Graphic Designer.
- Generating clear ideas and concepts in tandem with the copywriter.
- Producing sketches, storyboards and art-layouts based on creative visions and ideas.
- Understanding marketing initiatives, strategic positioning and target audience
- Taking responsibility for owning, shaping, developing and delivering creative projects
- Contributing to successful new business and farming efforts, as well as pitches.

EXPERIENCE

-- ROTTERDAM --

DPDK

| April 2021 / Present

CREATIVE DIRECTOR

- Manage 15+ UX &UI designers, Brand designer and Motion designer
- Supervise department's daily workflow, assigning project workloads, roadmapping and monitoring
- Revise content and presentations, approve/reject ideas, provide feedback to the team
- Lead projects with internal and external resources
- Direct brainstorming meetings and creative sessions
- Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion

-- AMSTERDAM --

Catawiki

| April 2020 / March 2021

BRAND DESIGN MANAGER

- Design, workshop and implement brand guidelines
- Lead and design communication campaigns with internal and external resources
- Collaborate, design, and participate in marketing, branding and UX/UI initiatives

Spotzer

| November 2018 / March 2020

DESIGN MANAGER

- Managed 10+ designers plus 2 external contractors
- Designed guidelines and UX/UI best practice
- Implement team's mission, vision, and goals
- Trained several internal and external design teams

G-Star RAW

| November 2017 / October 2018

SENIOR CREATIVE

- Created holistic marketing campaigns
- Lead creative on photoshoots
- Collaborated with copywriters on concept creation

TBWA\United

| November 2016 / October 2017

ART DIRECTOR / DESIGNER

- Visual and design lead for advertising campaigns
- Supervised photo and video productions
- Partnered with a copywriter on creative concepts
- Developed campaigns for: Adidas, JTI, Hermitage Museum



SKILLS

In my experience I've developed a full set of skills as analytical thinking and attention to detail. Understanding of trends and an ability to respond to customers' wishes. Creativity and an ability to produce innovative and original ideas. Team working and resource managing. Written and verbal communication skills in English (fluent) and Italian (native).

Deep knowlege of Adobe Creative Suite, in particular with Photoshop, Illustrator, InDesign plus Sketch, Figma, Frontify, Salesforce, Atlassian Jira, Mavenlink, Slack, Asana.

Typography, calligraphy, photography (analogic and digital) are my passions.

Branding

- 10+ years experience
- Over 50 logos and brand identities created
- 3 years experience with brand teams
- Brand guidelines workshop and implementation

Creative development

- 10+ years experience as creative in advertising
- 20+ international clients
- 90+ new business pitches
- Creative ideation and production
- Delivering presentations

Marketing strategy

- Critical thinking and problem-solving skills
- Experience with contemporary digital tools, platforms, and channels
- Digital advertising experience

Team management

- Managed design teams of 15+ members
- Oversee of external contractors
- Train internal and external teams on design
- Experience with hiring and team building
- Develop career plans and run 1:1 meetings

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-- MILAN --

Ogilvy

| June 2012
/ October 2016

ART DIRECTOR

- Visual and design lead for advertising campaigns
- Supervised photo and video productions
- Partnered with a copywriter on creative concepts
- Responsible branding assignments
- Developed campaigns for: Amex, S.Pellegrino, Allianz, 3Wind

M&C Saatchi

| April 2011
/ May 2012

ART DIRECTOR

- Visual and design lead for advertising campaigns
- Supervised photo and video productions
- Collaborated with copywriters on creative concepts
- Developed campaigns for: Husqvarna, Fastweb, Sky, Genertel

McCann
Worldgroup

| October 2010
/ March 2011

JUNIOR ART DIRECTOR

- Curated visual and design on advertising campaigns
- Assisted Creative Director on creative concepts
- Developed campaigns for: Durex, Birra Peroni, Royal Caribbean, Dr. Sholl

Italia Brand
Group

| February 2010
/ September 2010

JUNIOR ART DIRECTOR

- Curated visual and design for advertising campaigns
- Partnered with a copywriter on creative concepts
- Developed campaigns for: La Gardenia, TeleTu, Eridania

Giroidea

| April 2007
/ December 2009

GRAPHIC DESIGNER

- Curated and designed textbooks and magazines
- Designed and (front-end) coded websites
- Collaborated on brand design projects

AWARDS & EDUCATION

-- AWARDS --

NC Digital
Award

BRONZE IN PUBLIC INTEREST
SERVICES 2016

Wind Italia – St.Valentine
Experiment (film web / activation)

A'Desing Award

IRON AWARD 2015
IN GRAPHICS AND VISUAL
COMMUNICATION

David Quotes – Typography Project

DMA Echo
Awards Italia

BRONZE 2015
Ceci n'est pas un Lion – Print Ad

-- EDUCATION --

IED – Istituto
Europeo di
Design

MASTER'S DEGREE 2008 – 2009
Visual communication: CSP – Art
Direction

Arte &
Messaggio

ASSOCIATE'S DEGREE 2005 – 2007
Graphic Design

IPSC Caterina
da Siena

FOUNDATION DEGREE 2000 – 2005
Graphic Design & Communications