

ROCCO CAMBARERI

914.450.1883

ROCCOFC@GMAIL.COM

REFRACTEDLIGHT.NET

- EXPERIENCE** Artisan House, New York, NY
Graphic Designer, Danielle Nicole Handbags, May 2011–Present
Created visual identity for brand of handbags and jewelry, spanning website/e-commerce, seasonal campaigns and look books, social media and print materials. Responsible for art direction and design of both short and long lead initiatives—from quarterly campaign photography/retouching and collection launch, product line sheets, press book and media kits, to monthly newsletters and special event promotion, to daily content creation for Instagram and other social platforms.
- Byronesque.com, New York, NY
Editorial Art Director, April 2012–August 2014
Worked with Creative Director and Editor-In-Chief to establish the visual tone of editorial content accompanying, and inspired by, the site's vintage fashion offerings from specialized boutiques and collections around the world. Designed all story openers in advance of the Autumn 2012 launch and through 2014.
- International Review of African American Art, Hampton, VA
Freelance Graphic Designer, May–August 2009
Redesign of the entire Hampton University publication with guidance from art director Arem Duplessis, creating a bolder, more modern identity.
- Condé Nast, New York, NY
Intern, Cookie Magazine, June–August 2009
Assembled and updated review wall, created both proposed and final layouts, illustrated conceptual pieces for Cookie.com blogs, established base motif for annual travel package, personally delivered and retrieved urgent packages out-of-office.
- Time Inc., New York, NY
Intern, Time Inc. Interactive, June–August 2008
Designed icons for the web, created color schemes for web layouts, updated and prepared hard copies of all page mock-ups for a given website, designed company-wide PowerPoint templates, completed administrative work, researched photo gallery and sharing technology on the net in preparation for Life.com relaunch, observed Usability Testing and archived documents.
- EXHIBITIONS** 'Snice, New York, NY
"Untitled Type II", March 2010
Participated in one-month group show of alternative typography.
- EDUCATION** School of Visual Arts, New York, NY
Bachelor of Fine Arts in Graphic Design
- HONORS** Gold Award in Graphis (2011), TDC Typography Annual 32 (2011), Undergraduate Graphic Design Award (Senior), Doosan Scholarship (Junior), Dean's List (Freshman–Senior)
- SKILLS** Computers: Windows and Mac OS X Operating systems, Photoshop, Illustrator, InDesign, intermediate knowledge of HTML, Javascript and PHP, Microsoft Office
Languages: Intermediate knowledge of Italian
- REFERENCES** Available upon request.