



Summary

- Award-winning Art Director and all-around creative with over 15 years of experience in advertising, branding and motion pictures
- Creative thinker and innovative problem solver with stellar conceptual and design skills, and a proven track record of translating briefs into slick multimedia campaigns
- Passionate leader with a hands-on approach when directing artists, collaborating with clients and bringing ideas to life
- Excellent presentation and communication skills
- Genuine team player who thrives in fast-paced creative environments

I love what I do.

EXPERIENCE

Telemundo/NBCUniversal
Hialeah, FL

Lead Designer | Oct 2012 - present

- Conceptualize, create and shepherd 360° promotional materials for all series, specials and novelas for the network
- Art direct, manage and coordinate all aspects of photo shoots: from developing concepts and commissioning photographers, to overseeing set designers and stylists and managing talent
- Collaborate with the design team, production and other departments to ensure consistency and quality of campaigns across multiple platforms
- Forged and continue to manage relationships with the different branches of the network to unify all photography under my direction to ensure synergy and reduce spending
- Implemented and continue to maintain standardized design templates and logo libraries for more efficient production

Freelance
Miami, FL

Art Director | May 2008 – Oct 2012

- Conceived and developed advertising campaigns, identities and collateral material for a variety of clients including BBCAmerica, Oxygen Media and WEtv Networks
- Collaborated with Production Designers and Directors to create period appropriate visuals, logos, signage, image composites, textiles and artwork for use as props, set decoration and scenery for the feature films:

Rock of Ages | **New Line Productions**

Directed by Adam Shankman, production design by Jon Hutman

Step Up Revolution | **Summit Entertainment**

Directed by Scott Speer, production design by Carlos Menendez

Pain & Gain | **Paramount Pictures**

Directed by Michael Bay, production design by Jeffrey Beecroft

Lifetime Networks
New York, NY

Art Director | January 2004 – May 2008

- Conceived and established the art and copy direction of promotional activity from concept to final production for all properties under Lifetime Networks
- Directed and managed six high-performing creative team members to successfully execute design projects
- Oversaw the creative development of key art, consumer and b2b advertising, environmental design, corporate identity, sales kits, packaging and trade show displays
- Researched, commissioned and directed photographers, illustrators, freelancers and outside vendors
- Partnered with on-air and digital departments to ensure visual consistency across all media

Lifetime Networks
New York, NY

Sr. Designer | February 1999 – January 2004

Designer | January 1997 – February 1999

- Conceptualized and created key art, collateral and sales materials
- Art directed photo shoots
- Collaborated with production to establish timelines, budgets and ensure quality
- Managed design studio needs including administration of cumulus, project archiving, standardization of design templates, materials availability and technology/equipment operations.

AWARDS

2016	PromaxBDA Latin America Gold PromaxBDA Latin America Silver PromaxBDA Global Excellence Bronze CLIO Entertainment Award Bronze	Digital Social Campaign Promotional Interactive Application Art Direction & Design: Key Art Television/Streaming: Packaging
2015	PromaxBDA Latin America Gold PromaxBDA Latin America Silver PromaxBDA Latin America Bronze PromaxBDA Latin America Bronze NAMIC EMMA Award	Promotional Interactive Application Image Campaign using Multiple Media Social Media Promotion Promotional/Premium Items Integrated Marketing Launch
2014	PromaxBDA Latin America Gold	Promotional/Premium Items
2007	PromaxBDA North America Gold	Invitation or Card
2006	PromaxBDA North America Gold PromaxBDA North America Gold PromaxBDA North America Gold PromaxBDA North America Gold	Total Package Design 2-D Promotional Kit Invitation or Card Marketing Presentation
2005	PromaxBDA North America Silver PromaxBDA North America Bronze CTAM Mark Award Silver	Print Marketing Campaign Print Advertising Campaign Promotion/Tune-in Campaign
2004	CTAM Mark Award Silver	Promotion/Tune-in Campaign
2003	PromaxBDA North America Silver PromaxBDA North America Bronze CTAM Mark Award Gold	Packaging Design Total Package Advertising Campaign Design for Trade Communications
2000	CTAM Mark Award Silver	Design for Trade Communications
1998	PromaxBDA North America Bronze	Trade Advertising Design

PUBLICATIONS

2006	<i>Print</i> magazine's <i>Regional Design Annual</i> invitation or card
1999	<i>American Corporate Identity</i> packaging

SKILLS

Expert knowledge of Adobe CC
Expert in photo direction, compositing, retouching and color correction
Strong copywriting abilities
Bilingual English/Spanish

CONTACT

v@viviangalainena.com | 917.721.1041 | viviangalainena.com

