



WORK EXPERIENCE

GROUP ART SUPERVISOR Omnicom Health Group *February 2018-Present*

- Conceptualize, brainstorm and execute branding and identity for varied brands in the healthcare and pharmaceutical industry
- Direct team of designers for specific projects and reporting to Creative Director and Account manager
- Liase with Creative Director in execution, routing and strategy
- Execute print and digital assets as well as complete production-ready files across all media for such brands as Afinitor®, Votrient® (Novartis) and Jublia®, (Merck, Pfizer) among others

FREELANCE ART SUPERVISOR Sudler & Hennessey *November 2017 to January 2018*

- Lead Art Sup for Listerine®
- Associate Art Supervisor | Senior Art Director for Besponsa®, Heplisav-B®, Prevnar®, Glastigib®, Mylotar® and others

SENIOR ART DIRECTOR Juice Pharma Worldwide *August 2015-November 2017*

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- Direct team of designers for specific projects and reporting to Creative Director and Account manager
- Liase with Creative Director in execution, routing and strategy
- Execute print and digital assets as well as complete production-ready files across all media for such brands as Afinitor®, Votrient® (Novartis) and Jublia®, (Merck, Pfizer) among others

TABLET APP DESIGNER | DESIGN ASSOCIATE American Media Inc. *July 2012 to July 2016*

- Head tablet design and development using Mag+ Platform
- Liaise with Photo Department to traffic artwork
- Prepare for film edit and layout review meetings
- Regularly update layout mock-up boards
- Project manager for back issues and current issues
- Brand editor for *Men's Fitness* pertaining to all tablet production
- Assisting in managing freelance designers and interns

FREELANCE DESIGNER Pop the Pixel *August 2011 to August 2013*

- Responsible for re-branding and identity for *The Fight Magazine* and *LA Health News* for Design Firm *Pop The Pixel* (Adam Lyons, Creative Director)
- Made project manager for several publications including *The Fight*, *LAHN*, *AfroStyle* and others
- Ongoing freelance assignments ranging from advertising, editorial layout, event collateral and corporate documents

BUSINESS OWNER | INSTRUCTOR Bikram Yoga Manhattan *September 2004 to March 2012*

- Secured funding and capital investment support as a start-up business
- Developed vision and strategy for implementing business practices and operating the chain, one studio at a time
- Managed growing account and subscription base of more than 7,000 active clients
- Hired and managed staff of 10 full-time and 8 part-time employees
- Managed and advised CFO and Executive Operations Management
- Assembled all SOP materials and fully implemented all company policies
- Executed all marketing and sales strategies, including design of printed material and electronic communication

*A prominent presence in the Yoga community I promoted the company through written articles and public appearances and have been featured in articles in such publications as the **New York Times**, **Men's Health**, **Associated Press**, **the New York Sun**, **Men's Fitness**, **New York Magazine (voted Best of 2007)** among others. Press Book Available.*

SELECT CLIENTS

Maxim Magazine, Shape Magazine, Men's Fitness, Vibe, Chilled, LA Health News, The Fight, Clarins, AfroStyle, CFO, American Eagle, Aerie, Columbia University, Hemsley Fraser

(cont)

RAFFAELE PACITTI (cont)

EXECUTIVE DIRECTOR Bikram Yoga NYC

November 1997 to September 2004

- Reported directly to CEO and CFO
- Handled all client transactions and consulted on web-based operating systems as well as operation procedures
- Implemented and managed Work Study program
- Created and executed marketing strategies for the growing business
- Hired and maintained teaching staff and directed education programs
- Created and implemented Staff Guide Book outlining all studio policies in compliance with NYS Labor Department and the established trends in the Fitness & Wellness industry

CONCEPTUAL CONSULTANT Hospitality Industry

September 1996 to October 1997

- Creative Consultant and conceptual design for several New York Restaurants (Local, Alucia)
- Consulting in Operations Management and Restaurant design
- Featured prominently in Restaurant Industry articles in the New York Times and RA Magazine
- Appeared on Cooking Live with Sarah Moulton for the Food Network as a Special Consultant

SOFTWARE

Adobe Creative Suite: InDesign, Illustrator, Photoshop, Figma, XD, Sketch

Microsoft Office: Word, Excel, MindBody Studio Management,
Karmasoft Studio Management

EDUCATION & TRAINING

THE SHILLINGTON SCHOOL OF GRAPHIC DESIGN

Graphic Design Diploma
(2010-2011) New York, NY

LONDON ACADEMY OF MUSIC AND DRAMATIC ART

Intensive Young Artist Program
(1991) London, England

RYERSON UNIVERSITY

Bachelor of Arts Degree
(1987-1990) Toronto, Canada

DANTE ALIGHIERI ACADEMY SECONDARY SCHOOL

SSHGD Honors Graduate Diploma
(1981-1986) Toronto, Canada

AWARDS & AFFILIATIONS

Member: AIGA; Member: Yoga Federation USA

Best of New York: Award for excellence

Press Features: *New York Times*, *Men's Fitness*, *Maxim*, *New York Sun*, *Vanity Fair*