



RAFFAEL PACITTI GRAPHIC DESIGN
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RECENT FREELANCE ASSIGNMENTS

Layout, Design, Ad Creation, Tablet App Design for the following brands:

CLARINS

MAXIM

Men'sFitness

THE FIGHT

SHAPE

AFROSTYLE
MAGAZINE

VIBE

GMCLA

SOFTWARE | LANGUAGE

Adobe Creative Suite:

InDesign
Photoshop
Illustrator
Mag+ (Tablet Design)
HTML
CSS
Javascript

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

EDUCATION

THE SHILLINGTON SCHOOL
OF GRAPHIC DESIGN
Graphic Design Diploma
(July 2011) New York, NY

RYERSON UNIVERSITY BA Degree
(May 1990) Toronto, Canada

DANTE ALIGHIERI ACADEMY SSHGD
Secondary School Honors Graduate Diploma
(1981-1986) Toronto, Canada

LONDON ACADEMY OF MUSIC
AND DRAMATIC ART
Intensive Young Artist Program
(September, 1991) London, England

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

CURRENTLY

FREELANCE ART SUPERVISOR Sudler & Hennessey November 2017 to present

- 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 to Nov 2017

- 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

TABLET APP DESIGNER & DEVELOPER American Media Inc. July 2012 to Aug 2015

- 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

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)
- Project manager for several publications including *The Fight*, *LAHN* and *AfroStyle*

FREELANCE TABLET APP DESIGNER & DEVELOPER Vibe Media January 2012 to October 2012

- Freelance Tablet design and development using Mag+ Platform
- Sole Brand editor for *Vibe Magazine*; Reporting directly to CD

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.*

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