

/ DESIGN EXPERIENCE

V/I/C - Victor Iraola Creative Greenwich, CT

Principle / Creative Director November 2008 – Present

Provided consultation, strategic and design services to independent and emerging businesses with a focus on brand identity development and marketing strategies for long-term future growth. Worked for a variety of design agencies and clients on a freelance basis. Learned to become an independent creative thinker and self-initiator.

Clients: T-Mobile, Wells Fargo Bank, Netflix, Kraft Foods, Moodswing Music, SoccerViza FC

TPN+ New York, NY

Freelance / Senior Art Director March 2022 – Present

Assist the internal creative team on client spirits brands. Work on key shopper marketing campaign elements such as creating key visuals, in-store collateral, displays and brand promotional materials.

Clients: Campari, Wild Turkey, SKYY, Espolón, Aperol, Hershey's, Reese's

Rhype Agency Norwalk, CT

Freelance / Associate Creative Director March 2021 – December 2021

Aided in the development of environmental design concepts to enhance the visibility of various brand campaigns in the client's spirits portfolio. Responsible for shepherding entire brand campaigns from key visuals, in-store & OOH marketing collateral, digital media as well as experiential design.

Clients: Cutty Sark Whisky, Mount Gay Rum, The Botanist Gin

Match Marketing Group Norwalk, CT

Associate Creative Director / Experiential Lead May 2016 – April 2020

Lead spatial designer overseeing the entire experiential design process from brief to build. Worked closely with fabricators and suppliers to ensure feasibility while also monitoring quality, timing and budget constraints to create design-forward environments. Worked in various other design disciplines such as packaging, shopper, branding, brainstorming and strategy for new business pitches. Mentored associate designers with the goal to expand their career capabilities.

Clients: Pepsico, Pure Leaf, LIFEWTR, Tazo, Diageo, Buchanan's, Smirnoff, Captain Morgan, Josh Cellars

Amplitude Marketing Group Inc. Newtown, CT

Art Director June 2010 – May 2016

Involved in the development and design of packaging, experiential environments, promotional marketing materials, video storyboards and websites for a roster of clients. Developed the expertise to direct the design development and manage vendor partnerships for various experiential marketing initiatives. Helped in creating the look and feel of marketing campaigns and product development from inception to completion.

Clients: Energizer, Schick, Pepsico, SoBe, Pure Leaf, Lipton, Aquafina, Starbucks, Covergirl, Yale

TheDesignSpot New York, NY

Associate Art Director / Production Artist February 2004 – November 2008

Primarily responsible for the brand management of various Estée Lauder skincare lines. Aided in producing viable designs with directional input provided by the client's in-house creative and marketing departments. Collaborated directly with clients to discuss brand marketing, development, and product positioning. Other responsibilities included creating original package designs, logos, along with corporate identities systems.

Clients: Estée Lauder, Origins Skincare, The Art of Shaving

/ RECOGNITION

2019 EX Awards - Silver: Best Press Event Smirnoff NON-GMO Launch

2018 EX Awards - Gold: Best Multicultural Event Campaign Casa Buchanan's

2016 EX Awards - Gold: Best Outdoor Environment Pure Leaf Tea House

2008 HBA Skin Care - Prestige Finalist Origins Organics Line

2007 HBA Skin Care - Limited Finalist Dr. Andrew Weil for Origins

/ SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign), 3D, Sketchup, Blender, Microsoft Suite, Packaging, Identity Systems, Production, Consumer Journey, Photography and Illustrations

/ EDUCATION

Bachelor of Fine Arts, 2003 University of Connecticut, Storrs, CT

Major in Communication Design



30 Cambridge Drive
Greenwich, CT 06831

203 258 2501

viraola77@gmail.com

victoriraola.com

References available
upon request.