

# Tammy Magnatta

## Interactive Art Director & Designer

### SUMMARY:

Currently, I am working as an Interactive Art Director and Designer. I come from a traditional photography background where my interests lead me to graphic design and then to interactive design. Over the course of ten years, I acquired a vast skill set ranging from illustration, print production, development, motion graphics, and project management. I thrive on a challenge, love to learn as well as be a team leader and teach.

### SKILLS:

- Conceptualize, design and produce dynamic interactive campaigns, modules, animations, and print collateral
- Sketch and illustrate visual icons and logos
- Design sitemaps, wireframes and storyboards
- Utilize standards of cross-browser capability, multiple device performance, and SEO
- Print production; retouching, mechanical set up, color management, and proofing
- Work with ease and comfort in a deadline driven environment

### TECHNICAL SKILLS:

Adobe Design Suite CS 5, Flash CS 5, After Effects CS 5, editing capabilities in AS 2&3, HTML 5, CSS 3, & Javascript

### EXPERIENCE:

#### Freelance Art Director / Interactive Designer

06/03 – Current

On-going consultation, creative/art direction and design for advertising, branding and design agencies, publishing and small businesses.

Clients: And Company, Atlantic Records, Armani, Code & Theory, Cold Open, Comedy Central, Este Lauder, HudsonYards, MME, Ogilvy & Mather, RPA, Red Door Interactive, Rock Sound Magazine, Schuh Magazine, Snap-Marketing

#### SJI Associates

Interactive Art Director & Designer | 02/09 – 10/10

SJI Associates is a twenty-five person boutique branding and ad agency located in New York City. Some of the clients I worked for at SJI Associates were A&E, BBC, BIO Channel, HBO, Jim Benton, MTV, PBS, Ringling Brothers, Topps, Univision and WEtv.

- Collaborate with designers and copywriters to design and develop interactive projects including; websites/landing pages/micro-sites, promotional email and banner campaigns, mobile applications, social networking pages and sites, Flash and After Effects animation, identity systems and print collateral
- Consult with clients to establish project goals and identify brand guidelines
- Produced photography shoots; schedule, location scout, image design and layout, final editing, and retouching
- Project management / producer role on interactive projects; act as a multi-disciplinary strategic liaison between executive creative team and client
- Scope project requirements and provide tactical and technical guidance as well as product delivery schedule
- Teach print designers interactive technical skills and online performance standards
- Manage multiple projects under tight deadlines

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### Ogilvy & Mather

Art Director | 05/08 – 02/09

Ogilvy & Mather is one of the world's leading advertising agencies. I was an AD on the team for the second largest New York client, Sears Holding Corp.

- Worked with creative team to design and manage multiple online campaigns
- Designed consumer print collateral and interactive icon systems

### MME

Interactive Designer & Developer | 04/08 – 05/08

MME is a twenty-five person boutique design and ad agency. Some of the clients I worked for at MME were Affinia Hotels and The Benjamin.

- Responsible for working with creative team to design and development websites, banners, and email campaigns

### Comedy Central

Interactive Designer & Developer | 02/08 – 03/08

Comedy Central is a popular off-beat television and satellite channel.

- Collaborated with creative team to produce online campaigns and banners for various network programming

### Armani Exchange

Interactive / Print Designer | 10/07 – 01 / 08

Armani Exchange is an international high-end clothing label.

- Collaborated with interactive creative team to produce Armani's Spring '08 online campaign
- Facilitated in designing and producing Armani's Spring '08 OOH print campaign

### HudsonYards

Interactive & Print Designer / Production Artist | 01/07 – 10/07

HudsonYards is a large visual communications and production company based in New York City. Some of their clients include Coty, IBM, Time Inc., Calvin Klein, and BBC.

- Designed and produced print collateral, OOH campaigns, websites, interactive and print sales aids
- Built and prepared packaging and ad mechanicals for print
- Assisted in production management of client accounts

### Freelance Photographer / Photography Assistant

06/00 – 06/05

Clients: Alex Newhall, Herb Ritts, Jon Ragel, Mark Seliger, RGH Lighting, Ronnie Andren

- Produced photography shoots; location scout, talent casting, develop budgets, and vendor management
- Technical lighting design using HMI and strobe
- Processed and developed film and prints

## EDUCATION:

**Fashion Institute of Technology**, Associates, Photography  
**CUNY Baccalaureate for Unique and Interdisciplinary Studies**, Bachelor of Arts, Advertising

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WEBSITE



INTRO VIDEO

