

VINCENT GATTI
ART DIRECTOR
ADVERTISING AND DESIGN

VincentGatti.com

All media meets at the crossroads of creativity and strategy. Creating and evolving impactful, strategic and consistent creative communication across all media is what I do

Art Direction and Design for all media

Digital Presentation: Design, Strategy, Asset Creation
App Design for iPad and iPhone
Advertising and Promotional materials
Develop Strategic Tactics and Presentations
Establish, Evolve, and Leverage Brand Equity
Photoshop Concept Development and Image Manipulation

FREELANCE

OCTOBER 2002 – PRESENT

Art Director or Group Lead advertising for the Healthcare industry. Creative development, concept, design for all media including print, digital presentation, app, collateral, trade show, and environmental

On-site, or from my studio, agencies include:

H4B Chelsea / May 2015 – December 2023

Havas Life New York / June 2005 – June 2023

Concentric / June 2022 – September 2022

Razorfish Health / July 2016 – January 2017

FCB Health / September 2013 – July 2016

Surge Healthcare / August 2004 – May 2007

Dates indicate the first & last dates worked, only the last agency name is listed

Saatchi & Saatchi Healthcare

JANUARY 1999 – OCTOBER 2002

Senior Art Director All aspects of creative concept and development for DTC market and patient education for the Consumer Health Care Market. Clients included: Prilosec, Embrel, Nexium

GATTI Advertising & Design

FEBRUARY 1995 – JANUARY 1999

Clients included MSG & MSG Network, MacMillian USA, ASCE (American Society of Civil Engineers), ASME (American Society of Mechanical Engineers), The New York Mets, Applied Graphics Technology, The Supper Club

Ammirati Puris Lintas

SEPTEMBER 1988 – FEBRUARY 1995

Creative Studio Manager Responsible for (digital and traditional) creative studio profit center **Responsibilities:** create and implement protocol, manage work flow and staff, research and deploy technology. Work included: creative and concept development, design, presentation, and production for Print, TV, Collateral, Outdoor. Clients: diet Coke, Lever, Molson, J&J, IBM, Bacardi, Lexmark, MasterCard

EDUCATION

School of Visual Arts NYC – BFA Illustration/Design

State College at Farmingdale NY – AA Advertising/Design