

VINCENT GATTI
ART DIRECTOR
ADVERTISING AND DESIGN

VincentGatti.com

Transforming creative concepts and insightful strategy into compelling and innovative branding—that resonates with it's audience—is what I strive to accomplish

Creative Consultant
OCTOBER 2002 – PRESENT

Art Director or Creative Lead creative thinker and problem solver—and always finding a solution to bring the work to fruition on-line or on-press. Working with a team or rolling up my sleeves and working independently. Conceptual thinking and design for all advertising and promotional media:

- Advertising and promotional print materials
- Strategic tactics and presentations
- Establish, leverage, and evolve brand identity
- Digital presentation, ads, apps
- Large format environmental and trade-show materials
- Long/short-form video

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

H4B Chelsea / Havas Life New York / Concentric / Razorfish Health / FCB Health

Saatchi & Saatchi Healthcare
JANUARY 1999 – OCTOBER 2002

Senior Art Director Created and developed advertising campaign, promotional, and consumer materials
Clients included Prilosec, Embrel, Nexium

GATTI Advertising & Design
FEBRUARY 1995 – JANUARY 1999

One-Man Shop Built and maintained a client roster providing advertising and design services from concept to delivery. **Clients included** Madison Square Garden / 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 all work-flow, staffing, and planning for a digital and traditional 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, POP, Outdoor. **Clients included** diet Coke (domestic & international), 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