

ANTHONY PARISI



ART DIRECTOR
DESIGNER
ILLUSTRATOR
PHOTOGRAPHER

I am a seasoned creative talent with a proven track record, working in multiple industries. I have created beautiful designs for print, web and broadcast, award-winning illustrations, and lush photography, while leading design teams and inspiring others to achieve creative excellence.
I LOVE what I do!

EDUCATION

Parsons School of Design NY, NY
BFA, Illustration

INTERESTS



CONTACT

aparisi11@comcast.net
609-707-9712

PORTFOLIO

www.parisistudios.com/work

EXPERIENCE

TATA Consultancy Services

Art Director | Sr. Business Consultant |
2019 – Present

Clients: TCS, TATA Steel, Dupont, Refinitiv,
Bayer, The Hackett Group

Create concepts, storyboards, and animation segments for video presentations in Adobe Animate and Premier for business meetings and trade show booths. Create countless visual icons, infographics and illustrations for presentations and videos. Create presentation slide decks in PowerPoint and RFPs in Word for internal and external presentations utilizing custom designed templates. Read and record all voice overs for video presentations. Accepted the additional role as Articulation Champion, utilizing writing and proofreading skills to uplift content in presentations, RFPs and whitepapers.

Fanatics

Multimedia Creative Specialist | 2009 - 2019

Clients: NFL, NHL, NBA, NASCAR, MLB, Baseball
Hall of Fame

Art direct catalog and website photo shoots from original hand-crafted illustrations for all major sport leagues. Scout locations, hire photographers, hair / makeup and stylists, while tracking expenses to stay within budget. Principal photographer for in-house photo shoots. Create and establish in-house photo studio. Create original 3d illustration mock-ups for proposed pop up team stores and new kiosk experiences. Create colorful web graphics for Fanatics league websites for both desktop and mobile. Create concepts for print catalogs for sport leagues. Create original full color illustrations for catalog cover concepts. Create character designs, scenery and soundtrack for animated Fanatics Holiday greeting for the web.

Portfolio Marketing Group

Art Director | 2008 - 2009

Clients: The Belvue, The Sporting Club, Voorhees
Town Center, Orlando Fashion Square, The Gallery

Create seasonal campaigns for shopping malls owned by Preit-Rubin in the retail and fashion industries. Create stationary, business cards, direct mail, pocket folders, on-site materials and advertising for retail properties. Photo retouching and color correction on photo shoot images. Collaborate with copywriter to create names for retail promotions. Design and build emails. Animate illustrations for online invitations and promotions. Art direct photo shoots for campaigns. Create logos for retail and fashion programs. Create original illustrations for shopping malls. Attend press checks to maintain quality control.

3601 Creative Group

Art Director | 2005 - 2007

Clients: Philadelphia Flyers, Philadelphia 76ers,
Phantoms, Global Spectrum

Create original campaigns and season looks for the Philadelphia Flyers. Design all marketing and in-game materials for the Flyers, including the Flyers Magazine and Yearbook. Create the Flyers' "40th Anniversary" logo. Art direct television commercials and photo shoots for broadcast. Create and build website for 3601 Creative Group. Compose and record the "How You Doin'" song / jingle for Global Spectrum. The official illustrator for the Philadelphia 76ers. Photo retouching and photo manipulation for new player acquisitions.

OMUSA

Creative Director | 2003 - 2005

Clients: Forman Mills, Freedom Fights Back,
Team KIA, Nissan of Drexel Hill, Ebenezer's,
Big Ed's, OHS, Allied Mortgage

Create original campaigns for clients in the entertainment, automotive and pharmaceutical industries. Art Direct television commercials, infomercials and radio spots for broadcast. Create website designs for OMUSA, DDG Productions. Create DVD package designs for clients. Compose and record original music for clients. Create animated short for OMUSA self-promotion piece. Create set designs for television pilots and infomercials. Create production budgets for television pilots. Voice-over talent for broadcast and productions.

DANA Communications

Art Director | 1999 - 2003

Clients: Johnson & Johnson, Big Cedar Lodge,
Berlitz, Boston Harbor Hotel, Hotel @ MIT, Fastnet,
NJ Best, Rock-It Cargo, Shubert Theater, National
Conference Center, YCS, Villa Roma

Conceptualized advertising campaigns for wide range of clients from hi-tech to hospitality. Art direct photo shoots and television commercials for the state of New Jersey with the Governor. Brand development for products and new property launches. Create brochures, logos, and websites. Create custom music tracks for presentations for clients. Create identity materials for clients and attend press checks.

Freelance | 2000 - Present

Art Director | Illustrator | Web Designer |
Photographer

Clients: Victor Records, J&J Snack Foods,
The Weeklings, WMGK, Monsterbooks, Athletic
Mindset, RITE Academy, The Bayonets,
Jersey Fresh, Softmart

- Create branding, catalog, product photography, package design, web assets & illustrations for Victor Records.
- Website creation & maintenance for The Weeklings, Green-fields Swim Club, Sluggo's Sewer, LLG Plumbing, Hologram Records, Winner Airport Parking.
- Logo creation, album cover art & design for The Weeklings. Video & live photography for The Weeklings.
- Voice over and character voices for broadcast and presentations.
- Album cover art for The Bayonets (Brian Ray of the Paul McCartney Band)
- Created marketing materials for Softmart.
- CD package design for 5 albums for Laurence Juber, formerly of Paul McCartney & Wings.
- Book cover and content layout for *The Athletic Mindset*, *The RITE Academy*, *Your Inner Swing*, and *Dance On!*
- Children's book illustration and layout for *Meet the Brittles in Monstermania* & *Monster for President*
- Designed print and web materials for NJ Department of Agriculture, including co-creation of the Jersey Fresh logo.
- Created ads for J&J Snack Foods announcing their partnership with MBL All-Star Game.
- Create original illustrations of WMGK on-air personalities John DeBella and Andre Gardner, for advertising.