



Emily Ann Zammarchi

Art Director

Highlights

Hasbro Inc. Art Director, 4/2004 – present Pawtucket and Providence, RI

- A senior member of the Creative Development department; generating visual assets and packaging for global Preschool and Girls brands (including Playskool, Sesame Street, Tonka, Weebles and Fur Real Friends): Logos, trade dress, internal sales and retail merchandising installations
- Packaging development and interfacing with the licensor for the BBC's "In the Night Garden", a number one infant licensed entertainment brand in the UK with global net sales of \$10.8 million
- Packaging development for "The WotWots", interfacing with the creators at Weta Workshop (Academy Award-winning visual effects company)
- Branding and packaging development for the relaunch of heritage brands Pound Puppies and Care Bears
- The Pound Puppies packaging was instrumental in winning a global exclusive product line launch contract with Toys R Us

Key Responsibilities

- Independently oversees all aspects and milestones of design development for assigned brands
- Conceptualizes and executes advanced-level brand design which includes logos, line-looks and segmentation systems for packaging and product execution across consumer retail and interactive experiences
- Incorporates brand-strategy/marketing objectives and develops visual assets to align, utilizing consumer insights and trend analysis
- Collaborates with cross-functional teams (Marketing, Product Design, Structural Engineering, Copy Writing) to drive multiple projects; participates in meetings and presents information to all levels of management
- Art Directs lifestyle and product photoshoots, providing concept, casting and wardrobe/set styling
- Mentors staff designers and temps; directs outside illustration and design resources, managing project budgets
- Maintains scheduling for final art releases and coordinates artwork development support executed by the Far East office

Cramer Freelance, 2003 – 2004 Norwood, MA

Broadstreet Freelance, 2002 – 2003 Watertown, MA

- Design production of patient collateral for biopharmaceutical companies EMD Sorono and Biogen IDEC
- Design production of pitch materials and tradeshow installations for clients including Gillette and Crescent Ridge Dairy

Proteus Design Senior Designer, 3/2001 – 3/2002 Boston, MA

- Creative production management for packaging component of the rebrand of an extensive product line for Delta Faucet Company which resulted in increased sales, reduced returns and improved customer satisfaction
- Concepted vehicle wraps for the Goody hair-styling products roadshow and for the Sharpie Marker NASCAR race car

Agfa Monotype Corporation Contracted Consultant, 7/1998 – 7/2000 Woburn, MA

- Design and production of "Agfa Monotype Direct", a quarterly magalog featuring fonts and royalty-free images as well as "Creative Alliance v9.0", a full-line type catalog of over 7,000 fonts

Bergeron Creative Group Contracted Consultant, 10/1996 – 7/1998 Southboro, MA

- Design production of viewbooks and course catalogs for regional colleges and universities

Wright Design Senior Designer, 10/1988 – 7/1996 Acton, MA

- Creative production management of the dairy products private label line for Bread & Circus
- Design and production of the paper products private label brand for Market Basket

Education

University of Cincinnati, BS Graphic Design, cum laude

Skills

- Art direction of lifestyle/product photography
- Art direction of food photography
- Photoshop image compositing
- Typographical finesse
- Print production and knowledge of diverse printing techniques
- Expert command of the Adobe Creative Suite
- Presentation to upper levels of management
- Voice talent for toy, video/animation and music

Samples

emilyzammarchi.carbonmade.com