

Vito Caramia

Creative/Art

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Profile

Experienced Advertising Creative with expertise in print, broadcast, and creative supervision. Collaborative and detail-oriented, I strive to deliver innovative solutions that drive business results. Skilled in delivering creative and effective marketing, branding, and image-building solutions with a strong fashion and beauty sensibility.

Experience

Specialist, Photo Art Director • 2019-present
macys.com

Freelance Creative Consultant / Photo Art Director • 2014-2019
Clients: macys.com, amazon.com

- Creative and Photo Art Director for e-commerce fashion
- Collaborate with Photographers, Hair/Makeup Artists and Stylists supervising photo shoots demanding high-volume and quick turnaround while maintaining a consistent brand image.

Associate Creative Director • J Walter Thompson • 2005-2014

Clients: Estée Lauder, Aramis Designer Fragrances / Donna Karan, Tory Burch, Tommy Hilfiger, Michael Kors, Sean John, Ermenegildo Zegna, Missoni

- Facilitated the execution of all domestic print advertising and scentstrips, adhering to and ensuring creative standards are met.
- Supervised Art Director and Mechanical Artists in rolling out creative execution for a vast number of publications.
- Worked closely with Print Production Dept., reviewing and color-correcting all beauty photography, product photography and logo art ensuring accurate reproduction, composition and legibility.
- Created “Gift with Purchase” TV spots for major national retailers, working with agency producers in hiring Directors and post-production facilities.
- Attended and supervised shoots, following through with color-correcting, editing and final conforming.

Sr. Art Director • David’s Bridal • 2003-2004

- Collaborated on Fall and Spring catalogs overseeing execution from concept to completion.
- Responsibilities included hiring and working with Still life and Fashion Photographers, location scouting, casting, and press-checks.

Sr. Art Director • Gotham Inc. • 1999-2003

Clients: Maybelline, Maybelline International

- Campaign concept and brand development
- Print, TV and Point-of-sale

V.P. Creative Supervisor • Grey • 1997-1999

Client: P&G / Pantene Haircare

- Campaign concept and brand development
- Print and TV

Education

Pratt 2018 • Digital Design Certificate
School of Visual Arts • BFA / Advertising

Skills

Proficient in Adobe InDesign, Photoshop, Illustrator & After Effects
Working knowledge of HTML, CSS and Web Design, UX/UI

