

# Louis Vizzi

**Bēhance** Network  
Portfolio: [www.behance.net/LouVizzi](http://www.behance.net/LouVizzi)

[diffusebox.com](http://diffusebox.com)

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## SENIOR DESIGN MANAGER / GRAPHICS DESIGN LEAD

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Portfolio: [diffusebox/portfolio](http://diffusebox/portfolio)

The only constant is change. A pressure tested veteran with a proven track record, I have managed Digital Marketing and Production Teams throughout NYC, producing award-winning full-cycle branding, digital campaigns, & design for premium clients across many sectors. Experienced with leading teams; completing deliverables on time and under budget, focusing on advancing mutual success, efficiency, and ROI in all phases of design, marketing, branding and innovative, bespoke graphics. Bringing an analog lineage full circle into digital channels with passion, drive, and intuition; while maintaining a keen eye on bridging the creative/technical divide and maximizing productivity in remote teams.

## EXPERIENCE

### **Eversana Life Sciences**      **Senior Design Manager / Graphics Design Lead / 2021 - 2023**

- Built entire Product Team from ground up to fulfill digital initiatives for all client-facing deliverables across the healthcare research division
- Coordinate and focus back-end development teams to refine and maintain complete product platform/CMS
- Full (autonomous and collaborative) Creative Direction and senior-level engagement for product development, data visualization and complex data-driven interactive infographics
- QA/verification of complex datasets and legacy products, ensuring product integrity and consistency across channels
- Developed and maintained secure, modular UX/UI Design System for deployment across all channels
- Ensure platform usability for non-tech contributors and collaborators; providing ongoing guidance for content providers, as well as firm-wide training sessions and workshops, including periodic audits of platform functionality
- Develop completely new workflow designed to bring all legacy products into a modern cloud-based platform and streamline end-to-end content creation for a variety of user classes. Adobe Suite and Photoshop (+GenAI) expert.
- Translate static legacy PPTs into engaging, interactive, profit-centric content utilizing storyboarding and cross-solving techniques to meet the demands of wide variety of contributors
- Provide ad-hoc support to all levels of corporate engagement across sales, marketing and research channels, including email campaigns and AnnounceKit programs
- Establish completely new corporate and product branding specifications that coordinate and compliment the wider demands of the firm as well as data-driven feedback from clients
- Hands-on Flourish, Tableau, Figma, Adobe Suite, DAM, Offshore/Remote Teams Expert and much more

### **McKinsey & Co.**      **Senior Digital Production Designer, Manager / 2016 - 2021**

- Managed Partner Assets for senior-level projects and engagements; training for worldwide rollout and development of new visual identity (all channels), complete retooling of branding guidelines for global deployment
- Directed global staff, vendors and stakeholders. Produced original interactive charts, data-visualizations and presentations, concurrently, throughout the firm with many teams across the global organization
- UX design, ideation and wire-framing on senior-level client engagements and micro sites and public-facing domains
- Responsive website design; hi-fi mockups; CSS updates and refinement (Drupal/Sitecore)
- Lead pro photo shoots with technical and creative direction & hands-on quality control of global secure asset management and deployment

### **AKQA/ Wilson-RMS**      **Studio Manager / Senior Production Artist / 2015 - 2016**

- Integral assistance and consulting during the creation of entirely new print production processes which were mission critical to the success of a unique division serving a large telecom client [Verizon]
- Interactive Digital Retail /Outdoor /Consumer Packaging Goods, UX support; Adobe Suite and Photoshop Expert
- Hands-on, integration assistance and consulting for other high-end global brands
- Meticulous overhaul & rebuild of Digital Production Studio and global branding
- Provided QA & Supervise creation of completely new, innovative Digital/Print Production projects

**LaPrairie Group**                      **Senior Studio Artist / 2014 - 2015**

- Lead Designer and Artist for the rebuild of corporate website and global branding elements to support redesign and international compliance. Retouching/Digital Production; Retail
- Adjust files precisely per client direction while maintaining production requirements and scheduling
- Evaluate and manage multiple projects with client services execute efficiently and on schedule
- Work with production leads to ensure formats and production quality is maintained across all channels
- Embedding metadata and uploading images for client DAM systems
- Worked with developers to establish on-demand work-flow for client ads, posters and postcards
- Coordinate release and deployment of approved content/materials to vendors via ftp sites and publication portals

**RAPP Collins/Link9**                      **Senior Production Artist /Digital Marketing / 2014**

- Provide consulting and training of Digital Marketing staff during merger of variable data and targeted marketing rollout
- Luxe retouching/Consumer Package Goods
- QA during transition/restructuring and Studio crisis management

**Deutsch**                      **Senior Production Artist /Assistant Manager / 2010-2013**

- Outdoor/POP/Retail/Hands-on processes and workflow integration
- Print Design/Retouching/Comps and ad hoc art direction and creative guidance
- New Business/Presentations/Mechanicals in an ultra-fast paced premier NYC studio
- Massive digital re-branding for Microsoft, PNC Bank, Unilever, HBO and others

**Sony Music**                      **Production Artist / 2009 - 2010**

- Retouching/Comps/Mechanicals/QA. Pressure tested; hands-on under tight deadlines
- Digital Conversions, new Brand Guidelines; managed press teams; did press-checks

**LP Music/Centron**                      **Production Consultant /Technical & Hardware Support / 2008 - 2009**

- Provided complete technical support for print and digital workflow and graphics software

## EDUCATION

**William Paterson University of NJ**

Bachelor of Arts, Communication and Visual Arts Double Major / 3.8 GPA

**Middle Tennessee State University (MTSU)**

Bachelor of Arts, Recording Industry Bussiness and Marketing

**Kodak, Rochester, NY**

Certification, Workflow System Administration

## SOME HAPPY CLIENTS

New York    Microsoft • Merrill-Lynch • Bear Stearns • JP Morgan • Novartis • Tommy Hilfiger • Brooks Brothers  
Sony Music • LaPrairie Group • Got Milk • Outback • DirecTV • HBO • M&M Mars • Revlon • Apple • Samsung • Nike  
New Jersey    Amgen • Unilever • Bayer • Wyeth • Verizon • HSN • Pfizer • PNC Bank • Schering-Plough • Merck & Co.