

Che Saitta

DESIGNER ILLUSTRATOR

SOFTWARE

Photoshop
InDesign
Illustrator
After Effects
Dimension
AdobeXD
Procreate
Figma
Artrage
Coral Painter
Sketch

SKILLS

Branding
Calligraphy
UI Design
Email Design
Event Spaces
Gifs
Illustration
Lithography
Logo Design
Mood Boards
OHH
Packaging
Painting
Pattern Design
Presentations
Print
Screen Printing
Story Boards
Typography
Woodblock

WEB

Square Space

PROFESSIONAL EXPERIENCE

HBO + HBO MAX | DESIGNER & ILLUSTRATOR (2019 • PRESENT)

- Sole illustrator for Design + Production department
- Manage three to four projects per week across multiple teams working closely with art directors, creative directors, copy writers, print buyers and print vendors
- Initiate design process from conceptual exploration to pitch, final direction to delivery
- Research trends and work with vendors to design, brand, produce and drive product for influencer appeal
- Handles all custom designs for HBO Max merchandise including promotions and gifts
- Composed marketing materials such as emails, sales sheets, catalogs, and presentation decks
- Produce story board art used in styling photo shoots with final photos used in Key Art creation
- Develop custom patterns, typography and backgrounds used in final posters
- Reconstruct animated works for streaming services as needed
- Create 20 Logos for both internal and external use
- Custom hand letter title treatments for 20+ movies and television shows to date
- Conceptualize and execute key art concepts, 40+ to date

WHISTLEPIG WHISKEY | BRAND DESIGNER & MARKETING MANAGER (2017 • 2019)

- Launched the re-brand of WhistlePig's entire Portfolio over six brands
- Art Directed photography, color correction, design apparel and products
- Designed and Art Directed the museum exhibit built on the distillery that hosts over 1,000 guests a year
- Promoted to Marketing Manager
- Managed junior designer
- Designed weekly emails to over 5,000 subscribers
- Built 3D mockups for events and factories
- Was responsible for all internal and external brand management and communication
- Conceptualized and executed all graphic needs for marketing campaigns regarding apparel, accessories, drink ware, web, and social media
- Art Directed and designed the packaging of the brand's most premium spirit

SPECIALIST STAFFING SOLUTIONS | SENIOR GRAPHIC DESIGNER (2015 • 2017)

- Sole Graphic Designer for five brands, spanning eight locations in the U.S.
- Was responsible for all U.S external marketing and social media targeting segments within our proprietary database consisting of 2M, B2B and B2C customers
- Managed a year-long re-branding initiative to create a modernized marketing package agreed upon by five brand-head stakeholders based in different locations Collaborated with the UK design team to create a SXSW advertising campaign Utilized After Effects to animate ads in the promotional emails
- Designed Snapchat filters for trade shows

FREELANCE WORK

GRAPHIC DESIGN / BRAND ID / ILLUSTRATION | (2013 • PRESENT)

Clients Include: NYU, United Nations, Live Nation, Vice Media, Coldwell Banker, Another Planet Entertainment and Jones LaSalle. Designed for companies ranging from charities & NGOs, to the publishing industry, and media outlets. Prominent projects have included:

VICE MEDIA

- Worked closely with their Art Directors to complete editorial assignments with strict deadlines (often only hours). Utilized Photoshop & After Effects to create several illustrations & GIFS.

UNITED NATIONS

- Designed the 2018 and 2019 annual report for the UNFPA. The final report was issued to over 15,000 donors.

EDUCATION

MASTERS OF FINE ARTS | FASHION INSTITUTE OF TECHNOLOGY (2015 •2017)
MFA in Illustration and Design

BACHELOR OF FINE ARTS | TYLER SCHOOL OF ART (2007• 2011)
BFA in Printmaking, with a two year concentration in Graphic Design

Chesaitta@gmail.com
Chesprints.com
917.743.1223