

# Stephen Cannarelli

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917-698-3229

Creative Director with deep hands-on experience in branding, strategic communication, and visual design across digital, print, environmental design, motion graphics, and video.

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## Education

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### Pratt Institute

January 2009-May 2012  
M.S. Communication Design

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### University of Dayton

B.A in American Studies with  
a minor in Psychology

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## Software

Sketch  
Figma  
InDesign  
Illustrator  
Photoshop  
Premier  
After Effects  
HTML  
CSS  
WordPress  
Joomla  
Bootstrap  
Lightroom  
Sketchup

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## Experience

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### Freelance Creative Director

Sequel Studio  
New York, NY · October 2022 – Present

Creative lead on multiple client-facing projects. Projects include branding and identity systems, websites, social media campaigns, environmental, and exhibition design.

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### Creative Director, Branding+Digital

BAM Creative  
New York, NY · April 2019 - August 2022

Lead BAM design team on all client projects including brand redesigns, website UX/UI design, visual design, motion graphics, social media, environmental design, and printed marketing. Lead client pitch presentations.

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### Freelance Design Director

The Hero Group  
New York, NY · August 2018 – January 2019

Creative lead on the launch of a new Pfizer brand developed to market off-patent drugs in the Asia Pacific region. Responsibilities included brand naming, logo and identity system, brand standards, environmental design program, and a full assortment of presentation materials, marketing assets, and collateral.

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### Ideas on Purpose

New York, NY · January 2019 – April 2019  
Creative lead on various client accounts.

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### Creative Director

MDC Partners  
New York, NY · January 2014 - August 2018

Spearhead design, branding, and visual communication initiatives for MDC Partners across all platforms. Projects include web design and development, digital marketing campaigns, identity development, event branding and marketing, and building scale environmental installations.

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### Senior Art Director

Cardiovascular Research Foundation  
New York, NY · May 2011- January 2014

Lead the Creative Services Department in the development of all digital and print design materials produced for Cardiovascular Research Foundation events. Conceptualize and produce user interface designs for all CRF web sites and web-based applications. Present to Sr. Leadership.

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## Portfolio

stephencannarelli.com

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## linkedin

linkedin.com/in/stephencannarelli