

CHARLIE CULTRARA

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charliecultrara.com

518.708.7834

EDUCATION

SUNY New Paltz
BFA in Graphic Design
3.8 GPA

SKILLS

Brand Strategy
Figma & Adobe CC
Visual Design & Illustration
Motion Graphics & Animation
Photography & Videography
Basic HTML & CSS
Fluent in English & Sarcasm

MISSION

Design for good – use visual language to foster accessible, inclusive, & sustainable environments.

EMPLOYMENT

TomboyX

Creative Director / October 2023 - Present
Directing brand visual design, strategy, & expression
Leading the execution of brand campaigns across all channels
Managing creative budget, vendors, & contracts
Directing brand copy, photography, & site UX/UI

Sr. Art Director / October 2021 - October 2023
Led the Brand team & creative contractors
Art Directed, cast, & planned editorial photo/video shoots
Developed brand guidelines & owned brand content library
Managed creative budget, vendors, & contracts
Led the execution of brand campaigns across all channels

Alo Moves

Art Director / December 2020 - July 2021
Art directed & designed all marketing & promotional materials
Managed & art directed in house & contract designers
Established look & feel of marketing & user campaigns
Contributed to seasonal & evergreen campaign strategies

Sr. Graphic Designer / July 2020 - December 2020
Managed & art directed contract designers
Designed marketing emails, landing pages, & campaign collateral
Animated & designed daily Instagram stories

K2 Sports

Sr. Designer / April 2018 - July 2020
Designed & art directed ski & boot model lines for a global market
Art directed & managed contract designers & illustrators
Designed soft good graphics, labels/trim, & tech packs
Designed annual product catalogs & trade show booths

Interaction Designer / September 2016 - April 2018
Redesigned K2 Sports' brand websites
Prototyped & animated UX/UI designs & user flows
Edited & animated videos & photos for the web

Newschoolers

Graphic Designer / November 2013 - September 2016
Branded original media series & created supporting assets
Coded & designed custom emails
Animated & edited OTT video ads

