# Louis Vizzi

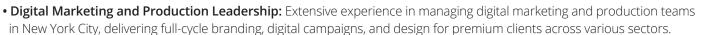
VISUAL INNOVATOR
GRAPHIC COMMUNICATOR

GLOBAL MANAGER • MCKINSEY ALUMNI

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Portfolio: diffusebox/portfolio

# AREAS OF EXPERTISE



- **Project Management and Team Leadership:** Skilled in leading teams to complete deliverables on time and under budget, with a focus on advancing mutual success, efficiency, and ROI in design, marketing, branding, and graphics production.
- Innovative Graphic Design: Expertise in creating bespoke, innovative graphics and integrating analog skills into digital channels, with a passion for driving projects with intuition and creative flair.
- **Creative and Technical Integration:** Adept at bridging the creative/technical divide, particularly in enhancing productivity in remote teams and maintaining a high level of creative output while ensuring quality and consistency across teams.
- **UX/UI Design and Product Development:** Experienced in developing and maintaining UX/UI design systems, overseeing product integrity, and ensuring platform usability for a variety of users, including non-technical contributors.
- **Data Visualization and Interactive Infographics:** Proficient in creating complex data-driven interactive infographics, data visualization, and transforming static presentations into engaging, interactive content.
- **Corporate and Product Branding:** Proven ability in establishing new corporate and product branding specifications that align with firm-wide demands and client feedback. Proven success leading engagement with leadership and clients.
- **Software Proficiency:** Highly skilled in Adobe Creative Suite, Photoshop (including GenAl), Flourish, Tableau, Figma, CMS and various digital asset management systems; Drupal, Sitecore, Ceros.
- **Digital and Print Production:** Extensive experience in digital and print production, including quality assurance, studio management, and workflow integration for high-end global brands.
- Client Relations and Business Development: Demonstrated ability to provide ad-hoc support across various corporate levels, including sales, marketing, and research, contributing to client satisfaction and business growth.

# **EXPERIENCE**

### Eversana Life Sciences Senior Product Design Manager / Graphics Lead / 09/2021 - 12/2023

- Built entire Product Team from ground up to fulfill digital initiatives for all client-facing deliverables across the healthcare research division. Hands-on Flourish, Tableau, Figma, Adobe Creative Suite, Offshore/Remote Teams Expert
- 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
- 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 (+GenAl) 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
- Establish completely new corporate and product branding specifications that coordinate with and compliment the wider demands of the firm as well as user research from clients

#### McKinsey & Co. Senior Digital Production Designer, Manager / 09/2016 - 08/2021

- 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 and mobile design; high fidelity mockups; CSS updates and refinement (Drupal/Sitecore)
- Lead pro photo shoots with technical and creative direction & hands-on quality control of global DAM platform



# AKQA/ Wilson-RMS Studio Manager / Senior Production Artist / 01/2015 - 08/2016

- 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 / 07/2014 - 01/2015

- 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 / 01/2014 - 06/2014 (Contract)

- 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 / 09/2010 - 12/2013

- 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 / 02/2010 - 08/2010 (Contract)

- 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 / 01/2008 - 01/2010

• 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, Entertainment Industry Bussiness and Marketing

# SOME HAPPY CLIENTS

 $\label{eq:model} \begin{tabular}{ll} Microsoft \cdot Merrill-Lynch \cdot Bear Stearns \cdot JP Morgan \cdot Novartis \cdot Tommy Hilfiger \cdot Brooks Brothers \\ Sony Music \cdot LaPrairie Group \cdot Got Milk \cdot Outback \cdot DirecTV \cdot HBO \cdot M&M Mars \cdot Revlon \cdot Apple \cdot Samsung \cdot Nike \\ Amgen \cdot Unilever \cdot Bayer \cdot Wyeth \cdot Verizon \cdot HSN \cdot Pfizer \cdot PNC Bank \cdot Schering-Plough \cdot Merck & Co. \\ \end{tabular}$