

# Louis Vizzi

- VISUAL INNOVATOR • GRAPHIC COMMUNICATOR
- GLOBAL MANAGER • MCKINSEY ALUMNI

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Portfolio: [diffusebox.com/portfolio](https://diffusebox.com/portfolio)

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## AREAS OF EXPERTISE

- **Digital Marketing and Production Leadership:** Extensive experience in managing digital marketing and production teams in New York City, delivering full-cycle branding, digital campaigns, and design for premium clients across various sectors.
- **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 GenAI), 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 (+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
- 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

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

Amgen · Unilever · Bayer · Wyeth · Verizon · HSN · Pfizer · PNC Bank · Schering-Plough · Merck & Co.