

LOU STRANO

CREATIVE DIRECTOR/DESIGNER

Senior digital creative with over 20 years of experience in advertising and digital design working with national companies to bring their brand to life online through various mediums. Experience working with account teams, strategists, and information architects as well leading projects and creative teams to produced cutting-edge work. Confident presenting to and developing relationships with clients, helping them understand the creative process.

EXPERIENCE

- 2012 - 2017 + **FIKSU - *Mobile App Marketing***
CREATIVE DIRECTOR
Led strategic digital experience design for Fiksu across web, mobile, data visualization, and social media platforms. Collaborated with and provided creative vision for Fiksu client creatives. Managed a team of local and Ukrainian designers.
- 2008 - 2012 + **CIDC - *Gaming***
ART DIRECTOR
Worked closely with the UI, product, creative, development and marketing teams to create exceptional user experiences across multiple media sources. Provided leadership/motivation and direction to junior designers and intern staff.
- 2005 - 2017 + **FREELANCE**
FREELANCE DESIGNER/ART DIRECTOR
Clients: HeyWire, MobPartners, Cheetah Mobile, ReferralMob, Ogilvy Public Relations Worldwide, Sun Life Financial, Liberty Mutual, Tufts University, Diningin.com, SmarterTravel.com, McEvoy Media, Academic & Collegiate Software, Hercules Group
- 2001 - 2005 + **THE HOLMES GROUP**
SENIOR INTERACTIVE DESIGNER
Led and directed teams of designers and developers on integrated websites, rich media advertising and email campaigns for various in-house clients including: Bionaire, Rival, Crock-Pot, Seal-a-Meal and Holmes Products.
- 1998 - 2001 + **BERNARD HODES ADVERTISING**
ART DIRECTOR
Establish the conceptual and stylistic direction for all design staff and orchestrate their work, as well as the work of production artists, photographers, illustrators, prepress technicians, and printers involved in the development of a project.

CONTACT

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ADDRESS

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PORTFOLIO

www.stranodesigns.com

EDUCATION

Bachelor of Science,
Visual Arts + Graphic Design
Northeastern University 1994

EXPERTISE

Brand Building
Concept Development
Team Management
Mobile
UI/UX

Adobe Creative Suite
HTML + CSS
Sketch
After Effects
Office