

Joe Paganucci is an Interactive Art Director & Designer.

EXPERIENCE

MMB – Senior Interactive Art Director

Boston, MA July 2011 – Present

Help mentor Junior Designers on all projects and work directly with all developers on large scale projects including app designs and R & D projects. Clients include Subway, Carrabba's, and Tractor Supply Company.

MMB – Interactive Art Director

Boston, MA June 2010 – July 2011

Lead Art Director and Designer on refreshed Subway.com design. Worked directly with developers on all projects including website builds, app designs, facebook app builds and R & D projects.

Genuine Interactive – Interactive Designer

Boston, MA October 2009 – June 2010

Worked on numerous clients on all aspects of client needs including concept work, full site redesigns, and banner work. Clients included Boston College Center for Financial Literacy, MassMutual Financial Group, and Iron Mountain.

Modernista! – Junior Art Director/Designer

Boston, MA Jan. 2007 – Sept. 2009

Worked directly with the Creative Directors on day-to-day and concept work on brand and retail media for Cadillac. Worked on all aspects of the Cadillac brand; TV, print, outdoor, and interactive. Coordinated with all departments on a day-to-day basis for all aspects of the Cadillac brand. Worked on numerous car launches including the CTS Sedan, CTS-V, Escalade Hybrid, and SRX Crossover. Helped create the Cadillac style and write the style guide for Cadillac. Concept on new business pitches.

Pre-College Instructor at The Art Institute of Boston

Boston, MA Feb. 2006 – March 2007

Instructor of Graphic Design Techniques for 3 semesters. A class for high school students interested in learning about graphic design. The main focus was on the fundamentals of design and typography through standard exercises and engaging projects: words-as-verbs exercises, music posters, or magazine layouts.

Modernista! – Studio Designer

Boston, MA Sept. 2005 – Jan. 2007

Construction of print ads and other collateral and production needs for clients such as Cadillac, HUMMER, TIAA-CREF, Stop Handgun Violence and Napster, with a focus on Cadillac and HUMMER. Other responsibilities included the organization and upkeep of the studio image library.

CONTACT

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EDUCATION

The Art Institute of Boston

BFA in Graphic Design

Sept. 2003 – May 2005

Dean's List

AIGA student chapter president/member

Sept. 2003 – May 2005

Savannah College of Art and Design

Sept. 2001 – May 2003

Dean's List

SKILLS

Photoshop, Illustrator, InDesign, Omnigraffle, Microsoft Word and PowerPoint, QuarkXPress, basic HTML and CSS development, Strong understanding of the capabilities of Flash, JavaScript, CSS, PHP, and HTML

CLIENTS

Cadillac

Subway Restaurants

Carrabba's

HUMMER

Timberland

(Red)

Iron Mountain

PERSONAL

Golf, history, photography, illustration, coffee, shoes, jackets, and can relate majority of situations to *The Simpson*.