

Tim Napoli

timnapoli.com

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412-735-4673

Education

Carnegie Mellon University **BFA Communication Design**

University & College Honors
Pittsburgh, PA

GBS Schule für Gestaltung

Graphic Design

St. Gallen, Switzerland

Skills

Adobe Creative Suite

Figma

Sketch

Photo Art Direction

Team Management

Work Experience

Art Director: Scholastic

New York, NY | February 2018 – present

Lead creative direction for Scholastic's Digital Services division. Oversee design for Scholastic's e-commerce experiences, editorial websites, social channels, and digital marketing. Manage team of designers and photographers. Conceptualize and execute creative campaigns, style guides, and photoshoots. Collaborate closely with senior leadership, marketing teams, and product designers. Regularly present to major stakeholders and lead creative meetings and brainstorming sessions. Consult for other Scholastic business units on corporate branding and digital projects, delivering innovative design solutions and growing revenue across the company.

Designer: Laird + Partners

New York, NY | September 2017 – February 2018

Conceptualized and executed campaigns for Tommy Hilfiger, Swarovski, and Belvedere Vodka. Led design for print, out of home, and digital advertising campaigns. Collaborated with creative directors on photo shoots and making final image selects. Developed moodboards, conceptual layouts, and style guides for client presentations and new business pitches.

Designer: SapientRazorfish

New York, NY | July 2014 – September 2017

Designed and executed creative campaigns, websites, e-commerce experiences, and digital products. Collaborated closely with creative directors, product designers, and copywriters to deliver captivating work for clients including David Yurman, Clarins, and Mastercard. Developed innovative design ideas for new business pitches and regularly presented work to major clients.

Volunteer Experience

Visitor Experiences Volunteer: The Metropolitan Museum of Art

New York, NY | November 2015 – present

Assist and guide visitors at the Metropolitan Museum of Art on a biweekly basis. Provide wayfinding, museum expertise, and customer service while also serving as an ambassador for the Museum. Train new volunteers.