

# CHRISTIAN PROLLAMANTE

Creative Director / Brand Strategist



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## Creative Director | 2019 - 2021



Established creative direction & design of a brand refresh for MyRemede, a start-up CBD brand. From front-end and UX/UI development of our E-Comm. site to email communications to social channels to all marketing print collateral, my responsibilities were to establish and maintain a cohesive brand aesthetic thru design, tone of voice and most importantly, ensuring the brand values resonate with our consumers at all touch points.

## Art Director | 2017 - 2019



Responsible for managing 5 designers within the marketing dept. to ensure brand DNA was applied correctly in all visual communications. Collaborated daily with CD/HoD to ensure overall marketing efforts aligned with the overall brand strategy. Lead art direction of a new brand VID system that included cross functional alignment with the product design and sales teams.

## Art Director | 2017 (Freelance)



Tapped to help the Hyundai, Genesis and Hankook brands in all visual communications in regards to all retail marketing channels. While there, I was also asked to lead concept and design of digital and social Hyundai brand campaigns nationwide.

## Sr. Global Designer | 2006 - 2016



My time here proved to be invaluable. What started out as a designer role quickly expanded to Sr. Global Designer within the Trade Marketing Creative Dept. for the Quiksilver, Roxy and DC Shoes brands. Additionally, lead design efforts within the Global Wetsuit Division that included Technical Apparel Design.

## Art Director | 2000 - 2006



Where it all started for me!...What started out as a production role within the studio, evolved into an Art Director role for the Lincoln Mercury client. Responsible for Art Direction & Design of all retail marketing collateral. Managed workflow for a team of 5 studio graphic designers. Collaborated with Account, Production and Client to ensure work remained on budget and on brand. Participated in the conceptualizing and presentation of new business pitches.

## STRENGTHS

Creative Suite	████████████████████
UX/UI	██████████
Strategy	████████████████████
Digital	████████████████████
Social	██████████████
People	████████████████████

## VALUES

Passion for design has allowed me to continue to wake up everyday and NOT go to work. Surrounding myself with like-minded people is my northstar and if a brand happens to share similar values, only great things will come from it. Relationships with people is the foundation to be successful.

## SOCIAL

- [facebook.com/christian.prollamante](https://facebook.com/christian.prollamante)
- [instagram.com/neeq\\_o/](https://instagram.com/neeq_o/)
- [linkedin.com/in/christianprollamante/](https://linkedin.com/in/christianprollamante/)