

JON VARRIANO

GRAPHIC DESIGN & ART DIRECTION

JONVARRIANO.COM // JONVARRIANO@GMAIL.COM

EXPERIENCE

SENIOR ART DIRECTOR, THE FOOD GROUP, September 2019–Present

- Design, conceptualize and art direct campaigns, custom photo/video shoots, product launches, social media initiatives, web collateral, digital promotions and more for some of the most exciting names in food and beverage including Mondelez, Perdue, Brooksmade, Mars, Magic Seasoning, S+D Coffee, SaltWorks, and more

ART DIRECTOR, NY MEDIA (NY MAGAZINE, VULTURE, THE CUT, GRUB STREET, INTELLIGENCER) August 2017–September 2019

- Designed and managed all signature and sponsor-based NY Media brand events including NY Taste, Vulture Festival, How I Get It Done, and NY Magazine's 50th Anniversary
- Executed custom campaigns for our branded content studio, *NY Stories* (clients included AT&T, HBO, Heineken, Showtime, Stella Artois, Sirius and Amazon)
- Art directed other members of the design team, collaborated with editorial departments and managed photographers and vendors on-site at events

SENIOR DESIGNER, TRAVEL + LEISURE MAGAZINE, November 2016–July 2017

- Designed print and web/digital layouts, event collateral, in-book promo pages, brand presentations, sell sheets and all other collateral for the Advertising & Marketing Department

SENIOR DESIGNER, FOOD & WINE MAGAZINE, July 2014–July 2017

- Designed print, digital and web layouts, all collateral for events, in-book advertorials and special sections, brand presentations, sell sheets and all other collateral for the Advertising & Marketing Department
- Conceptualized, art directed and managed post production of various photo/video shoots for F&W/advertising partners

FREELANCE DESIGNER, INTERACTIVE ADVERTISING BUREAU, May 2014–June 2017

- Designed print and digital layouts, collateral for events, presentations, logos, holiday cards and web banners
- Conceptualized and designed website/mailed for signature IAB MIXX Awards event in NYC

DESIGNER, FOOD & WINE MAGAZINE, March 2009–July 2014

- Designed print and web/digital layouts, all collateral for events, in-book advertorials and special sections, brand presentations, sell sheets and all other materials for the Advertising & Marketing Department

INTERN, BARTLE BOGLE HEGARTY, Summer 2008

- Designed print and web layouts, developed logos, and conceptualized packaging for clients including Axe, Vaseline, Levi's, Airborne, NYC and Johnnie Walker

INTERN, PENGUIN PUBLISHING, Spring 2008

- Designed book jackets, conducted photo and concept research, prepped printer files and retouched images

STUDENT DESIGNER, PRATT PUBLICATIONS OFFICE, Summer 2007–Summer 2008

- Designed printed materials for Pratt Institute, including event invites, posters, signage, bulletins and handbooks

STUDENT DESIGNER, DESIGN CORPS, Fall 2007

- Provided pro-bono design for non-profit organizations in fulfillment of a college credit class

EDUCATION

- Pratt Institute, BFA Graphic Design, 2008

SKILLS

- Adobe InDesign, Photoshop, Illustrator, XD, Premiere, After Effects, PowerPoint, Keynote, Google Slides, Photo Retouching