

# CREATIVE

BRAND STORYTELLING, GLOBAL VISUAL AND EVENT PROGRAMS, MERCHANDISING AND DESIGN

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## **FOUNDER AND CREATIVE DIRECTOR : Brand6 : brand6.com**

05.99 –

Brand6 is a Creative Collective focused on developing narrative messaging that elevates brands and establishes meaningful connections with consumers. We provide creative services in Digital Branding, Event Design, Global Marketing, Video & Film, Visual Program Design and Merchandising.

CLIENTS: Atlantic Records, Harrison&Shriftman, Giorgio Armani, Alain Ducasse, d2 publicity, IBM and Lotus, Viacom, Priceline.com, New York Times, Erno Laszlo, PricewaterhouseCoopers.

AGENCIES: Deutsch, OgilvyOne, Hill I Holliday, J. Walter Thompson, Razorfish.

## **CREATOR AND LAB DIRECTOR : Squarenimals : www.squarenimals.com**

10.15 –

Concepted, designed, produced and launched a Small Batch Friendly Focused Product line. Featuring Organic Apparel and Pillows, Soft Toys, Scribble Pads and Stickers. In development: Squarenimals Tails (book series).

## **CREATIVE DIRECTOR : Rafanelli Events**

05.14 – 04.15

Key member of the Executive Management Team, responsible for leading all phases of the creative event planning process, from blue-sky concept design and inspirational development to on brand production and elevated execution, for a wide variety of corporate, non-profit and high net worth private clients.

Implemented key internal processes to streamline and elevate creative development and execution, fostered inter-departmental communication and enhanced presentational practices. Outlined strategy for company's expansion into the New York market, while focusing on the company's organizational values and objectives. Lead the growth of the Creative Department and managed the Creative Team.

## **EXECUTIVE DIRECTOR, GLOBAL VISUAL MERCHANDISING AND DESIGN : M-A-C Cosmetics**

07.11 – 05.14

Oversee all 3D design development, including window and in-store programs, showroom design, internal and external presentations and multi-tiered event concepts. Provide visual merchandising direction globally, develop and roll-out new merchandising concepts which enhance the consumer experience through visual communication and navigation. Partner with Global Marketing, Product Development, Store Design and Industrial Design teams to develop innovative retail environments.

## **DESIGN DIRECTOR : Donna Karan International**

06.07 – 06.11

Provide brand direction and management of all graphic design projects for Donna Karan International, as well as supervising graphic development and production in both the Marketing and Visual departments. Approve and provide visual direction to all international stores, showrooms and tradeshow. Manage the marketing graphics studio and provide brand direction on project execution.

## **SENIOR VISUAL MANAGER, CORPORATE PROGRAMS : Donna Karan International**

05.02 – 06.07

Develop all window and in-store display for the Donna Karan retail, wholesale and IFSS stores, for both DKNY and DK brands. Create seasonal showroom displays as well as in-store events with a special focus on the graphic design aspects of visuals, window material, signage and directives. Work with global marketing and creative services department to ensure consistent and elevated brand identity at all locations, worldwide.

## **PARTNER AND CREATIVE DIRECTOR : Remote Underwater Nation (RUN)**

01.00 – 07.01

Co-founded, operated and managed an interactive agency.

CLIENTS: Inside.com, Sci-Fi Channel and Urbanfetch.

AGENCIES: RSUB, SS+K, TBWA/Chiat/Day.

## **SENIOR DESIGNER : Disney Online's Family.com**

11.96 – 12.99

Developed and executed design and layout solutions for online content. Designed icons, animated sequences and typographic elements. Hired and provided direction to artists and illustrators for customized editorial content.

## **WEB DEVELOPER AND DESIGNER : CondéNet**

06.95 – 11.96

Worked with the editorial and creative staff to produce the first of Condé Nast's online ventures. Designed and launched the highly acclaimed magazine, Epicurious and was integral in the redesign of Condé Nast Traveler online.

## **EDUCATION**

TRINITY COLLEGE, Hartford, CT  
BA 1995