



Kelly DeChiaro

kellydechiaro.com • 516.509.7870 • kdechiaro@gmail.com
2 Gold Street, Apt. 2712 • New York, NY 10038

Summary

A versatile interactive art director with proficiency in integrated campaign development and user experience. Highly effective at recognizing strategic objectives, analyzing the latest market trends and creating tailored integrated solutions to meet client goals.

Professional Experience

BCA Marketing Communications, New York, NY **11/2006 - present**

Interactive Art Director 12/2007 – present

Junior Art Director 11/2006 – 12/2007

- » Develop strategy and art direction for comprehensive integrated marketing campaigns.
- » Design wireframes, user interfaces, navigation and content for website projects, including a 60+ page website.
- » Create brand identities and provide ongoing brand management for multiple luxury travel clients.
- » Produce and art direct photo shoots on location and negotiate photography buyouts.
- » Interpret briefs and translate to visual concepts, acting as liaison between client and creative team.

Key Accomplishments

- » Increased new business opportunities through the establishment of an enhanced digital department.
- » Improved productivity and internal communication through the implementation of company intranet.

Education

New York University, New York, NY

M.A. Candidate in Graphic Communications Management, May 2011

Dean's scholar, PRISM scholar, GPA 3.99

University of Delaware, Newark, DE

B.F.A. in Photography & Design, 2006

Graduated with Honors, General Honor's Award, GPA 3.5

School of Visual Arts (continuing education)

Planning Web Sites: A Visual Approach Workshop, 2010

Professional Affiliations

New York Women in Communication, Integrated Marketing Committee Member

The Advertising Club

Art Director's Club

Additional Activities

Lymphoma Research Foundation, PR & Marketing Committee and social media outreach

Adorama Camera, Expert Panelist for Workshop, "A Discussion With Top Industry Creatives"

Skills

Photoshop

Illustrator

InDesign

Dreamweaver

Flash

Textmate

Powerpoint

Excel

CSS /HTML / XML

Javascript (jQuery)

Actionscript

PHP

Wordpress

wire frames

flow charts

sitemaps