



BILLY J. MANGINO

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BACKGROUND

Multidisciplinary self-starter with 13+ years of boutique agency experience working for diverse clienteles in various verticals. Specializes in creating unified visual and tonal identities for brands that serve to bridge and strengthen the customer bond. Passionate self-educator, teacher, and mentor.

WORKFLOW



MacOS



Adobe CC



InVision



Box.com



Office 365



Slack



Basecamp



Monday

PROFICIENCIES

Brand Identity Design

UX/UI

Illustration

Iconography

Social Media Marketing

Photography

Video Production

DESIGN DIRECTOR

BRAND-FOCUSED, STRATEGIC, AND PRAGMATIC

A critical thinker and problem solver, my approach to design direction is one driven by vision but grounded in realism. I am an ardent study of branding psychology and behavioral science and take a holistic approach to projects. I work alongside my team and lead by example with a hands-on approach which helps motivate those under my direction toward producing thoughtful visual content. The methodology I instill in my teams is to look objectively at problems as well as their solutions, identifying and pivoting when necessary to drive client success metrics onward toward their goals.



DESIGN DIRECTOR

AGAIN Interactive, Morristown NJ

Led ideation and execution of strategic design direction for corporate and campaign branding across a wide range of client disciplines, such as: consumer electronics, health and beauty, higher education, and start-ups. Contributed to 20% YoY growth by expanding offerings for retainer clients beyond social media to comprehensive digital marketing, including: interface design for web and mobile platforms, email campaign strategy and design, ad-campaign branding and creative, among others.



The Areli Group

CREATIVE DIRECTOR

The Areli Group, Somerville NJ

Established and championed a new creative vision and workflow; thus elevating agency positioning as experts. Redefined the discovery process, increased interdepartmental collaboration, introduced UX and brand identity methodologies while serving as hands-on design lead, working directly with clients from concept to launch.



SENIOR DESIGNER

Uber Motif, Clinton NJ

Principal design and direction, from facilitation of discovery through to creative execution. The primary segments were small business clientele ranging from print collateral, web designs, digital ads, and strategic partnerships with promotions platforms.



DESIGNER / PHOTOGRAPHER

Paragon Creative Solutions, Somerville NJ

Successful freelance endeavor that offered full-service digital design, product photography, and video production.