

Tony Capozzi

Creative director, with a strong design and fine art background. Appreciates everything done with clear creative intentionality. Thrives upon artistic discussions and creative problem solving.

The past few decades, fortunate enough to work on some of the most recognized brands in the world, producing a wide range of work; print & broadcast campaigns, digital activations, social engagements, rebranding and packaging.

tonycapozzistyle.com
617.240.7973

Jobs

John Hancock

Design Director, July 2017 - present

Managing an inhouse team of ten creatives. Producing all client facing and internal corporate communications for the John Hancock brand. Responsible for guiding XD/UI teams and technology capabilities from a design standpoint, along with personally contributing a significant amount of creative work.

DigitasLBI

VP Creative Director, 2011 - 2017

Responsible for managing and mentoring a large team of art directors and copywriters on a daily basis along with presenting creative concepts to senior level clients.

Clients: Aflac, Bank of America, Bully Boy Distillers, Merrill Lynch, PUMA

Senior Art Director, 2002 - 2004

Clients: American Airlines, AT&T, General Motors

The New England School of Art & Design, Suffolk University (NESADSU)

Adjunct Faculty, 2009 - 2015

Taught an Advertising Design class with an emphasis on art direction, concepting, design, and executing for real world scenarios.

Freelance

Art Director/Designer, 2008 - 2011

Arnold Worldwide

Art Director, 2005 - 2008

Clients: Chambord, ESPN, Jack Daniels, Ocean Spray, Royal Caribbean, Titleist/Footjoy

Brodeur Worldwide

Graphic Designer, 2000 - 2002

Clients: 3M, IBM, John Hancock, MasterCard, Philips, Polaroid

Studies

The New England School of Art & Design (Suffolk University)

Graphic Design Diploma / Graphic Design & Advertising

University of Delaware

B.S., Business Administration, Finance/Marketing

Ice Hockey team

Passions

Being an artist, photographer, designer, and voracious reader