

Tony Capozzi



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I am an experienced creative director with a strong art direction and design background. I view everything through an aesthetic lens and have the unique ability to cycle through creative iterations and possibilities in my mind's eye. This enables me to provide focused and efficient direction to creative teams. As a mentor and teacher, I understand the best work is produced in a comfortable, collaborative environment.

My expertise includes all aspects of brand identity, typography, iconography, illustration, visual language and messaging. I have been fortunate enough to work on some of the most recognized brands in the world and have produced a wide range of work including print & broadcast campaigns, digital activations, social engagements, rebranding and packaging.

[Portfolio »](#)

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Work

Congress Wealth Management

Creative Director, 2021 - present

- Oversee all design for advisor and investment marketing materials
- Rebranded recently acquired Advisor Solutions group within Congress Wealth
- Designing and building new Advisor Solutions website
- Partner with CIO and Director of Strategic Relationships to create timely market reporting
- Create quarterly performance strategy materials for investment funds

John Hancock

Creative / Design Director, 2017 - 2021

- Created and produced brand and product advertising campaigns
- Cast for talent, photographers and video directors
- Appointed brand expert and ensured guideline adherence for all internal and customer facing projects
- Led creation of global brand assets across a range of media: web, digital, print and video
- Oversaw the digital transformation of tools and products, and streamlined the process both internally as well as for customers
- Mentored, managed and motivated art directors, copywriters and UX/UI teams to bring high quality creative solutions to market while fostering a collaborative, cohesive environment
- Formed strategic partnerships with internal product owners and executive leadership
- Branded the internal creative agency; partnered with ECD to recruit and hire creative team

DigitasLBI

VP Creative Director, 2011 - 2017

- Led successful new business pitches
- Developed and refined creative concepts; presented these to senior management to senior management and C-suite clients
- Orchestrated creative teams and facilitated large-scale projects and cross-channel deliverables
- Ensured the quality, strategy and integrity of all creative projects
- Created and maintained social digital media with timely content and campaigns

Clients: Aflac, Bank of America, Merrill Lynch, PUMA

Senior Art Director, 2002 - 2004

- Led concepting, design, and execution of visual solutions for integrated cross channel initiatives, large web builds, online advertising and digital marketing
- Presented storyboards and design concepts, securing client approval of recommended strategy

Clients: American Airlines, AT&T, General Motors

Freelance (part-time)

Cisco Brewers

Designer / Illustrator, 2021

- Designed “Pumple Drumkin” pumpkin spiced ale can and packaging for fall 2021 release

Boston Public Library

Creative Director / Designer, 2016 - present

- Redesigned logo (2017 Hatch Award recipient)
- Created brand guidelines implemented citywide by all 32 branches
- Designed murals for grand opening of Chinatown branch and reopening of the South End locations
- Created a 360 campaign to promote Johnson Wing grand opening

Bully Boy Distillers

Creative Director, 2013 - present

- Designed, built, and maintain the Bully Boy website
- Architected brand design vision, created illustration style and developed brand guidelines
- Art directed and designed all OOH creative advertising including POS promotional materials and distillery signage
- Led social channel creative for holiday and special occasions
- Design private labels for restaurant and hotel partnerships

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

Adjunct Faculty, 2009 - 2015

- Developed curriculum for Advertising Design class with an emphasis on concepting, art direction, and copywriting
- Instructed students how to methodically brainstorm and generate ideas
- Elucidated the history of advertising from the early 20th century to the current complex digital landscape
- Created a positive group environment when bringing students together for shared projects

MullenLowe

Freelance Sr. Art Director, 2010 - 2011

Clients: Foxwoods, Victorinox, Woolrich

Arnold Worldwide

Art Director, 2005 - 2008

- Created campaigns for print and broadcast media and supported digital engagements
- Presented initial concepts and storyboards to creative directors and clients
- Cast for talent, photographers and directors
- Provided on-location art direction and collaborated with editors and sound design

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

Brodeur Worldwide

Graphic Designer, 2000 - 2002

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

Studies

New England School of Art & Design (Suffolk University)

BFA Graphic Design & Advertising

University of Delaware

B.S., Business Administration, Finance/Marketing
Ice Hockey team