

RICHARD FRAIOLI

ART DIRECTOR

SKILLS

ADOBE INDESIGN



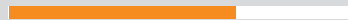
ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



ADOBE FLASH



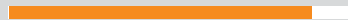
WORDPRESS



CONCEPTING



BRANDING



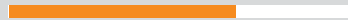
CONSULTING



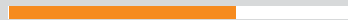
STRATEGY



WEB DESIGN



DIRECT MAIL



WHY RICHARD

Richard has a strong commitment to conceptual thinking. He looks at all facets of a project, generating multiple ideas from different angles. In today's fast-paced marketing world in which concepts tend to be short-lived, Richard's talents are invaluable...(and his) many years of art and design experience make a difference in the quality and speed in which he can bring ideas to life. It's rare to find a creative person with Richard's versatility and focus."

-Jim Horiuchi, Owner, Core Group One, Inc.

EXPERIENCE

FREELANCE ART DIRECTOR – NEW YORK & HAWAII

Accounts included: Core Group One, Kukui Marketing, Mike's Fencing Hawaii, The Field

ASSOCIATE CREATIVE DIRECTOR, CORE GROUP ONE – HAWAII

Accounts included: Battleship Missouri Memorial, DHX, Hawaiian Electric Company
M. Dyer & Sons, Kuakini Medical Center, Pizza Hut, Sub-Zero/Wolf, Taco Bell

SENIOR ART DIRECTOR, OGILVY & MATHER – HAWAII

Accounts included: Battleship Missouri Memorial, Hawaiian Electric Company
Hilo Hattie Fashions, Panasonic, Pizza Hut, Sub-Zero/Wolf, Taco Bell

FREELANCE ART DIRECTOR – HAWAII

Accounts included: HFSC –Healthy Start, Honolulu Medical Group, KITV4/ABC –Honolulu

SENIOR ART DIRECTOR, PECK•SIMS•MUELLER – HAWAII

Accounts included: Associates Financial Services, Bank of America Hawaii
C. Brewer Properties, Maui Visitor Bureau, Mauna Loa Macadamia Nuts
McDonald's of Hawaii, Midas, Outrigger Hotel & Resorts, Prince Hotels Hawaii, Sprint

ART DIRECTOR, SCALI M•CABE SLOVES – NEW YORK CITY

Accounts included: Allied Fibers, Champion Automotive Products, Chase Manhattan Bank
Fred Joallier, Hertz Corporation, Pella Windows & Doors, Perdue Chickens, Volvo Cars
Western Union

ART DIRECTOR, PHILLIPS-RAMSEY – SAN DIEGO, CA

Accounts included: Flamingo Hilton, Las Vegas Hilton Casino, San Diego Zoo

JR. ART DIRECTOR, BOZELL & JACOBS

Accounts included: Hoffman La Roche, Pfizer, New York Times

EDUCATION

BFA -School of Visual Arts – New York City

AWARDS

Numerous National & Local Addy Awards

CONTACT



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