



THEO MARCHETTI

Designer

CONTACT INFORMATION



(718) 555-0156



theo.marchetti@example.com



Brooklyn, NY 12345

KEY SKILLS

- Team leadership and hiring
- Design system architecture
- Brand identity
- Packaging at scale
- Typography and type licensing
- Creative direction
- Vendor and print management
- Budget ownership
- Cross-functional partnership
- Figma
- Adobe Creative Suite
- Glyphs

ABOUT ME

Design lead with 13 years across in-house brand teams and independent studios, currently heading a 6-person team for a DTC home brand. Builds design systems that scale across product, packaging, and retail, and hires for craft and curiosity over flashy reels. Known for clear creative briefs and calm critique.

PROFESSIONAL EXPERIENCE

Design Lead, Brand

Lumen Hearth Co., Brooklyn, NY | 2021 to Present | 2021 - Present

- Manage a team of 6 (4 designers, 1 copywriter, 1 production artist) supporting brand, packaging, and ecommerce
- Led visual relaunch including new wordmark, custom display type, and a packaging system rolled across 84 SKUs
- Partnered with the CFO on a vendor consolidation that cut annual print and prepress spend by \$312K
- Set up a quarterly creative review cadence with marketing and product leadership, replacing ad-hoc approvals
- Hired 3 designers in 18 months, including the team's first packaging specialist

Associate Creative Director

Wren & Vale Studio, Brooklyn, NY | 2018 to 2021 | 2018 - 2021

- Led brand identity engagements for 11 clients across hospitality, nonprofit, and consumer tech
- Grew a 2-person team into a 5-person practice with consistent gross margin above 45%
- Directed photography and illustration commissions, working with a roster of 14 freelancers
- Presented final brand systems to founder and CEO audiences, including 2 board-level reviews
- Wrote and refined the studio's creative brief template, now used on every engagement

Senior Designer

Holloway Type Foundry, New York, NY | 2015 to 2018 | 2015 - 2018

- Designed marketing site, specimen PDFs, and licensing materials for 8 retail typeface releases

- Built motion specimens that contributed to the foundry's first 6-figure enterprise license
- Collaborated with the typeface designer on hinting feedback and OpenType feature documentation
- Represented the foundry at TypeCon and 2 European design conferences

Graphic Designer

Riverstone Editorial, New York, NY | 2012 to 2015 | 2012 - 2015

- Designed interior layouts and covers for 27 nonfiction titles across 3 imprints
- Worked with authors and editors through 2-3 round design reviews per project
- Managed print specs and prepress with offset printers in Pennsylvania and Quebec
- Mentored a rotating intern each summer

EDUCATION

MFA in Graphic Design, Rhode Island School of Design, 2012

BA in Art History, Vassar College, 2009