



## Paul Valentine Bonifacic

Group Art Supervisor

[paulvalentinecreative.com](http://paulvalentinecreative.com)

New York-based Group Art Supervisor with an excellent conceptual and strategic background in brand, direct response, and pharmaceutical advertising, targeting consumers and professionals. Expert design and technical skills in print and digital. I also make a mean Seafood Fra Diavolo.

### Saatchi & Saatchi Wellness, NYC, '17-'21

Art Supervisor / Group Art Supervisor

Clients: HUMIRA Complete, Skyrizi Complete, RINVOQ Complete

Worked with the creative team to evolve the brands and creative for HUMIRA, Skyrizi and RINVOQ Complete. Managed photo shoots as well as conceptualized and strategized on numerous pitches and pro-bono projects. Launched Skyrizi Complete and RINVOQ Complete with great success.

### Freelance '08-'17

Area23

Blast Radius

Cementbloc

Digitas Health

DigitasLBI

FCB Health

G2 Interactive

HAVAS Strat Farm

LLNS

Marina Maher Communications

Saatchi & Saatchi Wellness

Lead and partner on conceptualizing, strategizing and designing websites, micro-sites, emails and banner ads as well as various print collateral.

### G2 Direct & Digital, NYC, '05-'08

Senior Art Director

Clients: BMW & MINI Financial Services, Liberty Mutual, Aetna

Handled the day-to-day creative responsibilities for Liberty Mutual Insurance. Helped win the BMW & MINI Financial Services pitch. Created a fun new way for people to apply for the BMW Credit Card at dealerships by playing *The Ultimate Driving Experience* video game kiosk.

### Grey Healthcare Group, NYC, '03-'05

Art Director

Clients: Crestor, Refacto, Actonel, Nuvigil, Sutent, Simdax

Launched Crestor and created materials, including visual aids, journal ads and convention materials. Won the 2004 Rx Club *Award of Excellence* for Crestor. Conceptualized and strategized on numerous pitches and in-house projects.

### Rapp Collins Worldwide, NYC, '98-'02

Junior Art Director

Clients: US Navy, M&M's, NY Knicks, Pfizer, Kaiser Permanente, RadioShack, Exxon/Mobil, Amicus, NewPower, SFX, Juno, FairMarket, Arthritis Foundation.

Worked on online/offline branding for United States Navy that helped the agency win additional business based on the success of the creative. Worked on direct mail campaigns, print campaigns and online ad units.

But wait, there's more...

## Brand Experience

Aclasta	Cimzia	M&M's	RINVOQ Complete
Actemra	Cingular	Mekinist	Simdax
Actonel	Citibank	Mercedes Benz	Skyrizi Complete
Aetna	Citizens Bank	MINI Cooper	Spiriva
Amicus	Crestor	Nestle Waters	Subaru
Arthritis Foundation	Emblem Health	Netbank	Sutent
AT&T Wireless	Exxon/Mobil	New Power	Swanson
Atripa	Fairmarket	New York Knicks	The Onion
Bank of America	Gilenya	Nuvigil	Theraflu
Blockbuster	HUMIRA Complete	Orbitz.com	Time Warner Cable
BMW	Juno	Pepperidge Farm	Triaminic
Breathe Right	Kaiser Permanente	Pfizer	United States Navy
Brisdelle	LasikPlus	RadioShack	Youthcare Foundation
Campbell's	Liberty Mutual	Refacto	

## Industry Experience

Armed Services	Electric Utilities	Pharmaceutical	Technology
Automotive	Financial Services	Home Improvements	Video & Game Rentals
Bar & Restaurant	Food & Beverage	Oil & Gas	Wireless
Concerts & Events	Healthcare	Professional Sports	

## Specialties

Design, Art and Creative Direction, Concept Development, Digital, Print, General, Direct, Pharmaceutical, Outdoor, Advertising, Strategic Thinking, Integrated Marketing Ideas, Develop Tactics, Branding, Identity, Social Media

Digital, Web, Print, Graphic, Design, Mobile, Desktop, App Design, User Experience (UX), User Interaction (IxD), User Interface (UI) Design.

[Banner Ads](#), [Brochures](#), [Direct Mail](#), [Emails](#), [Healthcare](#), [Identity](#), [Other Media](#), [Print](#), [Websites](#)

## Software

Expert knowledge of Photoshop, Illustrator and Indesign

## Education

BFA, Fashion Institute of Technology, AAS, SUNY Farmingdale

## References

Available upon request