



**Paul Valentine Bonifacic**

Senior Art Director  
516-650-6193  
[paulvalentinecreative.com](http://paulvalentinecreative.com)

New York-based Senior Art Director with 15+ years agency experience. Excellent conceptual and strategic background in general brand, direct response, and pharmaceutical advertising targeting consumers and professionals. Expert design and technical skills in print and digital, as well as User Experience (UX), Interaction (IxD) and User Interface (UI) design for websites and mobile and desktop apps. Plus, I make a mean Tortellini Primavera.

**Freelance '08-Present**

- Area23
- Blast Radius
- Cementbloc
- Digitas Health
- DigitasLBI
- FCB Health
- G2 Interactive
- HAVAS Life
- HAVAS Strat Farm
- LLNS
- Marina Maher Communicaaions
- Rauxa
- Wilén New York

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

**Staff**

**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 numerous materials, including visual aids, journal ads and convention materials. Won the 2004 Rx Club *Award of Excellence* for Crestor. Concepted 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 success of creative work. Worked on direct mail campaigns, print campaigns and online ad units.

But wait, there's more...

## Brand Experience

AAA	Citibank	Mekinist	SFX.com
Aclasta	Citizens Bank	Mercedes Benz	Simdax
Actemra	Comcast	MINI Cooper	Spiriva
Actonel	Crestor	Nestle Waters	Subaru
Aetna	Direct TV	Netbank	Sutent
Amicus	Dysport	New Power	Swanson
Arthritis Foundation	Emblem Health	New York Knicks	The Onion
AT&T Wireless	Exxon/Mobil	Nuvigil	Theraflu
Atripia	Fairmarket	OnDeck	Time Warner Cable
Bank of America	Farmers Insurance	Opdivo	Triaminic
Blockbuster	Frontier Communications	Orbitz.com	United States Navy
BMW	Gilenya	Pepperidge Farm	Verizon
Bonefish Grill	Juno	Pfizer	Xfinity
Breathe Right	Kaiser Permanente	Pitney Bowes	Xgeva
Brisdelle	LasikPlus	Prolia	Youthcare Foundation
Campbell's	Liberty Mutual	RadioShack	
Cimzia	M&M's	Refacto	
Cingular	Marriott	Restylane Silk	

## Industry Experience

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

## 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