



WHITNEY MERCURIO ARTDIRECTORIAL.COM

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CREATIVE DIRECTOR ARTDIRECTORIAL.COM

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EXPERIENCE

2017 –
Current

TALBOTS, INC.

HINGHAM, MA

SR. PHOTO ART DIRECTOR

360° photo creative direction for brand visual assets, both in studio and on location; shooting both domestically and internationally, while working with the top global talent in the industry.

2015 –
2017

AMAZON FASHION / AMAZON.COM

BROOKLYN, NY

SR. ART DIRECTOR / CONSULTANT

Digital and editorial photo art director in Williamsburg, Brooklyn studio location.

VINEYARD VINES

STAMFORD, CT

SR. ART DIRECTOR / CONSULTANT

Conceptualizing and creative direction on photo shoots as well as digital and print marketing collateral and advertising.

2001 – 2014

NINE WEST / THE JONES GROUP

NYC

SR. ART DIRECTOR

PORTFOLIO OF BRANDS: NINE WEST, RACHEL ROY, ROBERT RODRIGUEZ, GIVENCHY, STUART WEITZMAN, RAFFAELLO, BOUTIQUE9

Served as Senior Art Director, coordinating with the entire creative team, Chief Marketing Officer, creative director, photographers, producers and marketing directors in translating marketing objectives into digital and print creative strategies and solutions.

- Responsible for overseeing entire brand creative team in the production of all advertising and marketing collateral from print to digital and maintaining consistency on all visual aspects of Nine West and associated brands both domestically and internationally, including:
- Managing and art directing photoshoots, video art direction and editing while working closely with top level fashion photographers for entire range of visual collateral. Collaborating with top photo production teams in post-production, including film editing, color grading and sound engineering among other areas.

Continued...

Continued...

- Conceptualizing for national and international advertising, packaging, logo and complete identity design, shop concepts, retail windows, showrooms, direct marketing collateral, textile design and countless special projects.
- Numerous celebrity collaborations for various brands. Creating designer capsule collections, developing brand identity, national advertising, packaging, in-store and multi-media collateral including web/microsites and videos in collaboration with Karen Elson, Vivienne Westwood, Nigel Barker, Sophie Theallet, Giles Deacon, Kirna Zabete, Pamela Love, Doo-Ri and Thakoon.
- Responsible for visual development and creative digital strategies. Overseeing all web design reports and working closely with e-com and development team in implementing latest interactive technologies for desktop and mobile devices.

2000–
2001

MARTHA STEWART LIVING OMNIMEDIA

NYC

ART DIRECTOR

Worked directly with Martha Stewart, Gail Towey and marketing team in visually translating marketing objectives into digital and print creative strategies and solutions. Oversaw Martha Stewart Everyday creative team. Responsible for all visual aspects of MSE line including packaging, advertising and all print and digital collateral. Extensive photoshoot experience and art direction on all Martha Stewart Everyday collateral working closely with top photographers and production crews on location.

2014–2018

RESERVED MAGAZINE

NYC

FOUNDER and EDITOR-in-CHIEF \ CREATIVE DIRECTOR

Creator of biannual luxury, fashion and creative culture digital and printed boutique publication.

Curating unique global talent and creating the look and identity of the over-all brand.

Content creation, conceptualizing and creative direction on all editorial fashion shoots, website design, photoshoot production, art buying, visual collateral and collaborating with talent including DeBeers Diamonds, Vivienne Westwood, Maye Musk, Milton Glaser, Zac Posen, Peter Max, Nile Rodgers, Helena Christensen, Brooke Shields, Rose McGowan, Alex Pettyfer, Mick Rock, Giles Deacon, Peter Strongwater. Overseeing global contributing industry professionals.

EDUCATION

BFA

graphic design / furniture design

PURCHASE COLLEGE

NY
