

WHITNEY MERCURIO



203 873 9454 // WMERCURIO@ME.COM

WHITNEY MERCURIO 203 873 9454 WMERCURIO@ME.COM PERSONAL SITE: WWW.ARTDIRECTORIAL.COM

{RESERVED MAGAZINE}

New York

Editor-in-Chief/Creative Director

Current

October 2013 launch, Paris.

Editor-in-Chief / Creative Director for new independent biannual luxury art, fashion and creative culture printed and digital magazine and website. Curating global talent and creating over-all look and identity of magazine and brand. Featuring exceptional talent across all creative categories.

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

magazine site: www.reservedmagazine.com

the current issue can be viewed here. please take a look: <https://issuu.com/whitneybilyardmercurio/docs/reservedissue2/1>

the previous issue here: <http://online.fliphtml5.com/ooqv/lole/>

{NINE WEST / THE JONES GROUP}

New York

Sr. Art Director // 2000 - 2014

PORTFOLIO OF BRANDS: NINE WEST, ROBERT RODRIGUEZ, GIVENCHY, RAFE, STUART WEITZMAN, BOUTIQUE9

Worked closely as a creative team with chief marketing officer, creative director, photographers, producers and marketing directors in translating marketing objectives into digital and print creative strategies and solutions including creative brainstorming/conceptualizing.

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 assigned brands both domestically and internationally, including: 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.

Extensive photoshoot art directing and editing experience, working closely with top level fashion photographers and stylists including art direction for entire range of visual collateral from print to digital.

Responsible for visual development of rapidly expanding ninewest.com presence (homepages, emails, lookbooks, shop-in-shops, video integration, microsites, etc). Oversaw all web design reports and worked closely with e-com and development team in implementing latest interactive technologies for desktop and mobile devices.

Extensive fashion video art direction for in-store, showroom, social media, NY Taxi TV, Tumblr, et al, working closely with top photo production teams in post production, including film editing, color grading, sound engineering, etc.

SPECIAL PROJECTS:

Collaborations with celebrity designers and musicians in creating designer capsule collections developing brand identity, national advertising, packaging, in-store and multi-media collateral including web/microsites and videos:

// Karen Elson, Vivienne Westwood, Sophie Theallet, Giles Deacon, Kirna Zabete, Pamela Love, Thakoon,

Sophia Kokosalaki, Joss Stone, Kate Ciepluch, Love Fury fragrance, New Balance

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{MARTHA STEWART LIVING OMNIMEDIA}

New York

Deputy Art Director // 1999 - 2000

Worked with Gail Towey, Martha Stewart 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.

Creative direction and conceptualizing.

Extensive photoshoot experience and art direction on all Martha Stewart Everyday collateral working closely with top photographers and production crew on location.

Location scouting

Packaging and logo design as well as direct marketing and MSE collateral

{NINE WEST / THE JONES GROUP}

New York

Art Director // 1996 - 1999

Responsible for visual brand development, graphic design and art direction on all print and digital collateral for in-store, direct marketing and packaging for entire global brand presence.

{2X4 DESIGN}

New York

Designer // 1994 - 1995

Graphic design including book layout/design, packaging & identity design

{BETHANY JOHNS DESIGN}

New York

Designer // 1993 - 1994

Graphic design including logo design, book layout, identity design
// Andy Warhol Museum, Pittsburgh, MTV, Tiffany

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SPECIAL PROJECTS:

{LaJOLLA INTERNATIONAL FASHION FILM FESTIVAL}
LaJOLLA, CA
Judge // July 2014 - 2015

{VOGUE'S FASHION'S NIGHT OUT BOSTON}

Fall 2011 & Fall 2012

Creative Director for Boston's premier Vogue's Fashion's Night Out celebration. Working with Vogue in creating identity and all related collateral for print and digital as related to the city of Boston.

{FASHION PROJECT, BOSTON}

Creating visual identity for FP in startup phase, including company logo and various digital and web assets.

TECHNICAL

Strong working knowledge of Mac and Adobe CC
(InDesign, Photoshop, Illustrator, Flash)
HTML5

EDUCATION

{Purchase College} Purchase, New York 1990 - 1994
Graphic Design / Furniture Design