

# MARCO MORETTI

## CREATIVE DIRECTOR, COMMUNICATION DESIGN

PASSION, STRATEGY & EXPERIENCE

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NEW YORK

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PROFILE

Over 20 years of hands-on experience as an artist, designer and creative director overseeing the planning, design, and development of corporate identities, marketing programs, interactive applications and experiential environments for some of the most exciting and demanding clients.

Recognized as a passionate and inspiring leader, for nurturing and mentoring creative talents, and having an acute attention to detail yet never losing grasp of the big picture.

Because of his in-depth transdisciplinary experience, collaborative mindset and the ability to apply both divergent and convergent thinking, he is uniquely positioned to solve modern challenges and deliver excellence and innovation.

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### EXPERIENCE

2015—

CREATIVE DIRECTOR, DIRECTOR OF USER EXPERIENCE, ART DIRECTOR  
**CONSULTANT, NEW YORK**

Consultant for a variety of clients, in different roles, across time zones: currently, Director of User Experience for the Southern California's LubrLabs, an upcoming mobile app linking automotive service providers with customers to deliver a multitude of on-site assistance. Previously, Creative Director for Cosmika76, an Italian based multi-channel publishing house; Brand Architect for the Theo Wujcik Legacy Foundation; designed and supervised the production of and interfacing with printers in Germany and Italy, for the occasional art catalog.

2001—2014

PARTNER, CREATIVE DIRECTOR  
**FDT DESIGN, NEW YORK**

Co-founded, nurtured and creative directed the visual communication studio for the design and development of brand identities, marketing programs, publications, interactive applications and experiential environments for a roster of illustrious clients spanning multiple industries and business sectors.

Demonstrated leadership throughout each phase of the design process—engaging with both team and client—to the final handover of each deliverable. Such clients included: Opera Solutions, Maserati, Cannon, Toy Industry Association, New Jersey Society of CPAs, Adele—C, Artists Space, ICA Boston, Tate Online, and the New York City Marathon. Worked in close collaboration with artists the caliber of Maurizio Catalan and David Byrne, as well as internationally renowned architects Thomas Leeser, Ali Rahim and Evan Douglas.

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- Worked in close communication with the executive officers and staff of the New Jersey Society of CPAs to develop a comprehensive rebranding program. The resulting *Graphic Standards Manual* and the *Style & Messaging Guides* each received an *APEX 2014 Award of Excellence*.
- Engaged by Lesser Architecture to design the Strand Theatre's façade, an integral part of a \$40M renovation project which received the *2014 MASTerworks Award: Neighborhood Catalyst* and the *2010 Public Design Commission of the City of New York: Award for Excellence in Design*.
- Composed the winning proposal for a multi-million dollar contract to rebrand the *American International Toy Fair*. Creative directed and successfully managed a marketing campaign across multiple channels, yielding a sizable and steady yearly increase in buyers, exhibitors, media participation and overall visitor attendance.

CREATIVE DIRECTOR  
NEOKOM, NEW YORK

1998—2001

During the height of the browser war Marco joined Thomas Duane to establish and lead the creative department of the interactive company Neokom.

Directed a talented and highly productive team of IA, UI and UX designers, programmers and content strategists. Developed user-centric, content-rich websites and e-commerce for some of the most recognized names in sports such as the International Association of Athletics Federations, United States Bowling Congress, Women's Sports Foundation, FlierSkybox, RC Cola, WhisperNumber among others.

- Led the redesign of NHL.com which resulted-in its first year-in over 350% increase of online marketing revenue.
- Directed the design of Bowl.com, finalist at the *2001 Webby Awards*.

ART DIRECTOR  
SME BRANDING, NEW YORK

1995—1998

Under the executive Creative Direction of Ed O'Hara, Marco was responsible for art direction and design of visual communication programs for clients such as US Olympic Committee, MLB, NHL, NBA, MLS, NFL among many others.

EDUCATION

UNIVERSITY OF FLORENCE/FACULTY OF ARCHITECTURE, FLORENCE, ITALY  
INSTITUTE OF APPLIED ARTS, SASSARI, ITALY

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## HONORS, AWARDS & PUBLICATIONS

Throughout the years Marco and his team received numerous honors, kudos and awards from well-respected institutions such as the Japan Media Arts Festival, Ciberart (Spain), Webby Awards and SXSW Interactive.

Most recently his re-branding and styling for the New Jersey Society of CPAs received the *APEX 2014 Award*, while the façade design for the Strand Theatre renovation project received the *28th Award for Excellence in Design* by the NYC Design Commission and the *2014 MASTERworks Award: Neighborhood Catalyst* for “*successfully balancing the demanding programmatic needs of two vibrant cultural institutions and reinvigorated a historic theater while integrating striking contemporary flairs.*”

His work has been reviewed in a number of international design magazines and webzines including De:Bug (Germany), WebDesign (Korea), Shift (Japan) and Wired (USA) and featured in a variety of industry books and catalogues such as *1000 Favorite Websites* (Taschen) and the *50th Venice Biennial/Utopia Station* (Marsilio Editori), *Spur 04: The Cheap Champagne Issue X* (Revolver Books), *Chaos Happens/Compendium #3* (This is a magazine), *LogoLounge Master Library, Volume 2* (Rockport Publishers), and *Graphis Logo Design 7* (Graphis).

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## CONTACT INFORMATION

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