



**BRETTANDREWMIOTTI**

*Art Director and Design Manager with 13 + years of dynamic design and leadership experience, driving brand success across a variety of industries and media formats. Proven ability to perform in multiple areas of design, from leading design on children's toy packaging, and growing one of Atlanta's original start-ups' e-commerce presence to creating concert posters for Seal (yes, 'Kiss From a Rose' Seal). Highly motivated and passionate about design and a strong, collaborative asset to any team. Trusted business partner and strategic thinker adept at developing and mentoring teams, engaging with client, and delivering results that surprise and delight.*

**Core Strengths**

Leadership	Strategic Thinking	Online Content Development – HTML (WYSWYG) CSS
Creative Direction	Market Research	Production
Art Direction	Adobe Creative Suite	Press Check
Decision Making	Adobe XD	Screen Printing
Presentation	Collaboration	

**Professional Experience**

**VERITIV / VINE**

*Principal Brand Designer & Content Developer  
Atlanta, Georgia – 2020 to Present*

In my current role at Vine, Veritiv's brand and packaging experience team, I concept and execute strategy-driven design solutions to create memorable unboxing experiences for packaged goods. I collaborate with cross-functional teams to develop graphic and structural solutions that help brands achieve their objectives—including story-telling experience and optimizing costs and manufacturability. In addition, I lead creative and strategy for Vine's social media channels.

- Develop thought leadership, design approach and strategic positioning.
- Build and deliver executive-level presentations, client pitches, and comprehensive design solutions.
- Engage with clients as a lead designer to absorb the client brand and bring it to life via memorable unboxing experiences and thoughtful package design.
- Evangelize the Vine brand and its capabilities by co-writing and designing content for all social media channels and brand marketing materials.
- Recognized internally for “passion for results” and “customer whisperer.”

**FREELANCE DESIGNER/ART DIRECTOR**

*Atlanta, Georgia – 2010 to Present*

In my role as freelance designer, I operate as a for-hire creative director and graphic designer able to partner with clients on Identity Design, Print, Posters, Menus, Packaging, Interactive Design, Vector Illustration, Presentations, Trade Show Displays and more.

**THE COCA-COLA COMPANY**

*Workplace Design Manager  
Atlanta, Georgia – 2019*

Bringing to life the vision, legacy and execution of the Coca-Cola brand within various work spaces, I played a key role in leveraging the story-telling power of design in 3D space. Working collaboratively with interior designers, architects and various contractors, I authored site-specific strategies for various Coca-Cola working spaces.

- Built and delivered comprehensive design plans for new office openings and presented to executive-level stakeholders.

**CREATIVE LEADER, ART DIRECTOR & PRETTY LIKABLE GUY**

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- Designed employee-facing touch-points of the brand—including, but not limited to: permanent and interactive signage, office graphics, structural office elements, e-mail communications and more.
- Provided art direction to junior designers on multiple projects and ensured brand standards were followed.

## **KIDS II, INC.**

### ***Design Manager***

*Atlanta, Georgia – 2017 to 2019*

In my role as Design Manager, I lead a team of six designers in areas of creative development, branding, photography, seasonal strategy, packaging (structure, e-commerce + brick & mortar), sales support (sell-in and sell-through), visual merchandising, direct marketing, website design and e-mail design.

- Worked as cross-functional partner with Sales, Brand Marketing, Engineering and Industrial Design to bring products from concept to completion.
- Lead functional team on projects to support business needs ranging from package design, e-commerce launches, social media campaigns, and Amazon “enhanced content” initiative.
- Spearheaded development on Bright Starts and Kids2 rebrands. Lead art direction on newly launching Kids2.com and supporting e-mail initiatives.

### ***Senior Graphic Designer, Packaging***

*Atlanta, Georgia – 2016 to 2017*

As Senior Designer, I was responsible for large packaging initiatives—creating multiple concepts for seasonable packaging needs, line refreshes, retail sell-in, and new product launches. I was an essential partner in the concept phase for total brand redesigns and designing campaigns to fit evolving business goals and growth.

- Spearheaded graphic design for packaging on new product launches featuring new toy technology.
- Consulted on app design for new products with a technology/connectivity component.

## **SPANX, INC.**

### ***Senior Graphic Design Manager***

*Atlanta, Georgia – 2014 to 2016*

Working initially as a full-time contractor, I was quickly entrusted with leading creative direction on major packaging projects and several brand “refresh” initiatives. As a Spanx employee, I was responsible for all visual design for the brand’s direct-to-consumer channels. My role expanded to lead and grow a team of four designers, while assisting in the art direction and execution of several photoshoots.

- Lead art direction, execution and production (on-site press checks, etc.) of monthly direct-to-consumer catalog.
- Responsible for art-directing and leading in-house team to complete frequent updates to Spanx.com and the creation of multiple interactive and e-mail campaigns.
- Assisted in art direction, creative concepts and execution of several photoshoots (product on models and product laydowns).

*Education*

## **SAVANNAH COLLEGE OF ART AND DESIGN**

### ***Bachelor of Fine Arts—Graphic Design***

*Atlanta, Georgia – 2010*

