

CHICHI BELLO

DESIGN

CONTACT

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BRANDING EXPERIENCE

BARRY DECK LLC.
FREELANCE SR. DESIGNER // 5.2008 - present

Worked concepting and designing product launches, brand and packaging identity systems, and POS design for beverage and skincare clients. *Clients include Coca-Cola Co. & Christine Chin.*

DEGRIPPES GOBÉ, currently known as BrandImage
FREELANCE SR. DESIGNER // 12.2005 - 10.2006 // 11.2007

Worked as an integral part of the design team concepting and designing on projects ranging from master rebrands, product launches, and brand and packaging identity development and systems. In addition to working as part of the 2D graphic design team, worked closely with 3D designers, strategists, and writers. *Clients include AOL, Miller Brewing Co., Rockport Publishing, Johnson & Johnson, GAP, Gapbody, Staples, NYC, Faceshop & American Express*

BRAND INTEGRATION GROUP OGHVY&MATHER.
FREELANCE DESIGNER // 9.2005 - 12.2005

Worked closely with Creative Director on 5 internal Coca-Cola brand videos for Coca-Cola Classic, Diet Coke, Coke Blak, and Coke Zero to introduce new visual language for global marketing meetings. Storyboarded and coordinated designers and a team of 4 animators for final animations.

MOTION EXPERIENCE

STARDUST STUDIOS. // BLEND STUDIOS. // PSYOP LLC.
FIRST AVENUE MACHINE. // SHILO STUDIOS. // CASQUARE.
FREELANCE SR. DESIGNER // 11.2006 - present

Worked on projects ranging from full 30s commercials, installations, music videos, & network TV packaging. As a designer, I determined the style and transitions of styleframes during pitches. As an art director, I managed the 3d and 2d animation teams under the creative director, further developed the look/motion for the commercials, and created final visual assets for production teams and for "to-agency" presentations. *Clients include Avon, Pepsi, Lexus, Dell, Dr.Scholl's, Mastercard, Bette Midler, Reuters-Thompson, Nike, Shell, Nike, Sony, Trident, Barilla, Animal Planet, ESPN, Pontiac, Honda, Microsoft, McDonalds, & Benjamin Moore Paints.*

EDUCATION

CALIFORNIA INSTITUTE OF THE ARTS, CA
Bachelor of Arts: Graphic Design // 2001-2005

RENNSELAER POLYTECHNIC INSTITUTE, NY
Electronic Media, Arts, Communication // 1999-2001

SKILLS

Strong working knowledge of Adobe Photoshop, Illustrator, InDesign CS3 on both Macintosh and PC platforms. Screenprinting & letterpress experience.