

Kelly Lucini Deppisch

Art Direction & Design

617 763 2848

kellylucini@comcast.net

kellylucinideppisch.com

ABOUT ME

My copy partner finishes my sentence as we close in on a great idea. The serif hits in just the right spot to form the perfect logomark. The junior art director's eyes light up as her design is chosen. These are the little moments that have made me love my job for over 20 years, developing marketing promotions on both in-house and agency-side creative teams.

EDUCATION

Bachelor of Art in Graphic Design, Bridgewater State University, January 1993

INTERESTS

When not working you might find me...

trying new recipes, searching for the perfect shot (my family is very patient with this one!), walking outside or on the tread, making wooden winestoppers with my dad

EXPERIENCE

John Hancock

Director, Head of U.S. Segment Creative July 2021 – present

- Concept creative ideas for integrated brand campaigns, social initiatives, live videos and animations
- Manage design and video staff, providing creative direction and conducting annual performance reviews
- Work closely with Global creative team to ensure brand consistency across all deliverables
- Acted as creative lead on high visibility "Longer. Healthier. Better" symposium, naming and branding the event within aggressive timeframe

Senior Art Director, July 2017 – June 2021

Brand Consultant, March 2015 – June 2017

PrecisionEffect (formerly Lehman Millet)

Senior Art Director, April 2014 – March 2015

- Executed creative ideas for various projects including: iPad apps, direct marketing (print and online), events, identity packages, pharma representative tools and motivational programs
- Partnered with account teams to develop strategic marketing plans into visual concepts
- Responsible for keeping the creative on target while offering fresh perspectives and solutions

Clients: EMD Serono, Corcept Therapeutics, Infiniti Pharmaceuticals

Mc|K Healthcare

Associate Creative Director, May 2012 – April 2014

- Served as a liaison between junior staff and Executive Creative Director. Supervised art direction and managed design staff, provided annual performance reviews and created individual goals
- Lead art director on product launch
- Collaborated with account services department and with the client's brand teams in Europe and the US on all areas of creative expression for the brand
- Attended regulatory review meetings to support client and provide alternative solutions.

Clients: UCB, Inc, Colorcon, Upsher-Smith

Group Art Supervisor, January 2012 – April 2012

Senior Art Director, March 2010 – December 2011

Holland-Mark (formerly tpgcreative)

Creative/Account Manager, March 2006 – September 2008

- Managed design, production, pre-press, printing and mailing/distribution of assigned projects
- Communicated directly with clients, established project deliverables/budget, wrote creative briefs
- Managed design staff

Clients: Fidelity Investments, Grill 23, IHRSA, Jewish Family & Children's Service

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EXPERIENCE *continued*

The Boston Globe

Senior Designer in Marketing Promotions, July 2003 – March 2006

- Managed art direction from concept through completion for a variety of projects including direct mail, print ads, collateral, invitations, tradeshow booths, banners
- Art directed and stylized photo shoots to promote The Globe's co-marketing effort with several retail consumer companies including *Best Buy, Target, Home Depot, Dunkin' Donuts*

Direct Results Group/Sourcelink

Senior Art Director, June 2002 – November 2002

Art Director, June 2001 – May 2002

Graphic Designer, January 2000 – May 2001

Clients: *AlphaGraphics, BJ's, Eddie Bauer, Forrester, LighthouseBank, Lucent, Technologies, SpeechWorks*

Staples, Inc.

Senior Custom Catalog Designer, May 1998 – December 1999

Custom Catalog Designer, December 1995 – April 1998

Norfolk Community Newspaper Company

Production Artist, April 1994 – November 1995

CIO Communications, Inc.

Design Assistant, July 1994 – January 1995