

# Diane Painter Velletri RESUME

I provide art direction, graphic design and marketing strategy for print and web with a focus on culture, food and entertainment using a harmonious blend of traditional arts and current technology. Projects have included: Logos, signage, websites and printed matter for image and branding; Banners, brochures and advertising for special events or campaigns; Music packaging and related materials for record labels. My goal is to continue exploring interesting ways to convey messages through words and pictures.

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## PROFESSIONAL EXPERIENCE

**March 2000 - present**

**Creative Director, Art Director, Designer. . .**

**Design Diseño New York (DDNY Studio)/Chow Ciao**

Art direction, design, copywriting and marketing of print and online advertising, packaging, publishing and promotional materials for clients including Sony/BMG, BMI, El Museo del Barrio, South Street Seaport, Tourism New South Wales, Times Square BID and The Broadway League. Responsibilities also include managing studio, coordinating and directing photo sessions; hiring additional artists and designers; and working with a variety of printers and manufacturers. DDNY Studio also provides Spanish language communication.

**March 1999 - March 2000**

**Art Director, The Broadway League - NYC**

Art director/designer of print advertising and promotional materials for the association for the Broadway theatre industry including special events campaigns and annual reports. Responsibilities also included managing art department; coordinating and directing photo sessions; hiring additional artists and designers; and working with a variety of printers and manufacturers.

**January 1998 - June 1998**

**Senior Designer, Serino Coyne Advertising - NYC**

Art director/designer of print advertising, posters and related materials for Radio City Music Hall, Festival Marketing and Broadway theatrical productions.

**January 1995 - August 1997**

**Art Director, Director of Creative Services**

**Capricorn Records - Nashville TN**

Rock, Alternative and Blues music - Original recordings, reissues and compilations for this legendary label. Art direction and design of album packaging, advertising, merchandising materials, music videos, epks, etc. Responsibilities also included managing studio, budgets and two employees, coordinating and directing photo sessions; hiring additional artists and designers; and working with a variety of printers and manufacturers. Projects included 311, Cake and the Fat Possum Mississippi blues series.

**September 1989 - January 1995**

**Art Director, Designer**

**Design: Diane Painter - Nashville TN**

Full-service design studio focusing on the music industry, the arts and education. Clients included BMG/RCA Records, Arista Records, Warner Bros. Records, Word Records, Benson Music, Sugar Hill Records, Vanderbilt University, Tennessee Dance Theatre, Cumberland Chamber Orchestra and The Visual Arts Alliance of Nashville (VAAN). Responsibilities also included managing studio, coordinating and directing photo sessions; hiring additional artists and designers; and working with a variety of printers and manufacturers.

**April 1987 - May 1989 Designer**

**Warner Bros. Records - Burbank CA**

Staff designer of album packaging, advertising, merchandising materials, etc.

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## SKILLS

Proficient in Adobe Creative Suite. Thorough knowledge of printing processes. Working knowledge of Adobe Acrobat, MSWord, HTML, Dreamweaver, Excel, Fireworks, Word Press. Fine art work includes painting, photography, mixed media sculpture and printmaking. Hobbies: Cooking, Crafts and Ping Pong.

Exceptional references and portfolio are available on request; visit [ddnystudio.com](http://ddnystudio.com) to view a selection of published work

## EDUCATION

BFA - School of Visual Arts - New York NY

## AWARDS

Independent Music Awards - Best Album Package Design - 2007

Nashville Music Awards - Best Art Direction, Series Packaging - 1996