

Michael Vadino

**Art Direction & Design**

Brand development and product design in the fields of fashion, beauty, hospitality and culture.

**2020 - Present**

**Freelance art direction and design consultation**

**Brunswick Group**

**The Springs Collective**

**Four Horsemen Restaurant / Nightmoves Nightclub**

**Karakterre Natural Wine Salon**

**Voodoo Vin Wine Caviste**

**Départ Wine & Spirits**

**DFA Records**

**2016 - 2020**

**LONDON IN NEW YORK**

Co-founder / Design Director

Mission statement: *a branding and advertising consultancy that helps institutions, industry leaders and city leaders change perception and engage new audiences.*

[www.londoninnewyork.com](http://www.londoninnewyork.com)

**2015 - 2016**

**GOTHAM / BEAUTY@GOTHAM** (subsidiary of McCann Worldgroup)

Freelance Creative Director

Maybelline Cosmetics 2016 Global Campaign concept development, new product development, art direction, copy direction.

**2014 - 2015**

**LIQUID AGENCY** (San José, Portland, San Francisco, New York)

Associate Creative Director

Director and Designer of video, print, digital and experiential marketing as well as developing and executing brand strategy.

Hired to assist in establishing the New York office.

Clients: Nasdaq, Lexis Nexis, John Deere, NTT Communications

**2008 - 2012**

**BUREAU™**

Co-founder / Creative Director

Design studio specializing in comprehensive branding, strategic marketing, product and identity design.

Bureau™ clients:

**Limited Corp. / Bath & Body Works**

New product development, packaging design, packaging production

**Coty Fragrance International** (Coty Prestige, Coty Beauty, Coty Paris)

New product Development

Primary and secondary packaging design and production for licensors:

Marc Jacobs, Calvin Klein, Sarah Jessica Parker, Jennifer Lopez, Vera Wang, David Beckham, Madonna.

New business and brand strategy development for Levi's, The North Face, Katy Perry.

**Marc by Marc Jacobs**

Art direction, production design

**X-Initiative / Elizabeth Dee Gallery**

Branding and identity development, campaign development including print, digital and merchandise design

**Yves Saint Laurent**

Concept development and design for a limited edition gift

**Aerin Lauder**

New product Development, primary & secondary package concept development

Additional creative direction, art direction, product development, branding and identity development for: Julia Haart, Levi's, Karla Otto, James Murphy, Tim Hamilton, Mandy Coon, Joan & David, Temporary Residence Records, BGSQD Books, Penguin Books

**2007 - 2008**

**THE LIMITED CORPORATION**

Design Consultant

Collaborated directly with executive level marketers on product design and marketing strategy

Directed a small team of designers

Oversight of prototype production

Oversight of print and structure production

accounts:

**Bath & Body Works Signature Collection** - Re-brand product launch, primary and secondary packaging concept development, packaging design, packaging production

**C.O. Bigelow** - Packaging design and production.

**2005 - 2007**

**KRAFTWORKS**

Associate Creative Director

Directed a team of designers and junior art directors

Oversight of campaign concept development, design direction, production design, art buying

accounts:

**Aldo Shoes** - Global Campaign development and execution

**Joseph Abboud** - Re-brand campaign development and execution

**Speedo** - Brand relaunch campaign

**Calvin Klein** - Packaging art direction, design and execution

2005

**LAIRD & PARTNERS**

Senior Art Director (Freelance)

account:

**DKNY** - Re-brand and brand book development, design and execution

**Exhibitions and distinctions:**

10 year retrospective: The Art of DFA Records and LCD Soundsystem

Art Exhibition / Installation

Sydney, Australia

Invited to showcase 10 years of creative direction, product design  
and art for DFA records.

Work featured in:

[New York Times](#)

[T Magazine](#)

[Advertising Age](#)

Print Magazine

[Nowness.com](#)

[Newsweek](#)

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