

# Carlo Blackmore

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## Creative Experience:

### **Foursquare**, New York, NY

Senior Art Director :: November 2021 to Present

Leading in-house creative team, building B2B / B2C campaigns, brand identity assets, toolkits, and special projects.

- Brand identity: Expanded execution and guidelines for company rebrand, illustration, icons, and map visualizations
- Marketing campaigns: Art direction, copywriting, and design execution for multichannel B2B / B2C campaigns
- Web design: Website revamp; design wireframes and concepts and for landing page, social, and email templates
- Team operations: Established team process and workflows to improve reliability and stakeholder collaboration

### **United Nations Federal Credit Union & Foundation**, New York, NY

Creative Manager :: April 2016 to November 2021

Led in-house creative and web team for UNFCU and UNFCU Foundation as it grew global membership within the UN system and served that audience's finance needs.

- Brand identity: Champion and manage brand guidelines and strategy across digital, print, and retail experiences
- Marketing campaigns: Design, copywriting, video and photo direction for multichannel international campaigns
- UX/Web design: UI and UX development for web and mobile app platforms; HTML/CSS/JavaScript development
- Team development: Mentor and coach designers; establish team as a force for collaboration within the organization
- CSR: Co-chair Multicultural Resource Group, supporting Diversity, Equity & Inclusion initiatives

### **Blackbaud (MicroEdge)**, New York, NY

Senior Creative Designer :: October 2002 to April 2016

Creative and web development for marketing, events, product development, and corporate identity for Blackbaud (MicroEdge), a SaaS provider for the nonprofit, corporate giving, and education/K-12 sectors.

- Visual identity: Logos, templates, and typography design; event and exhibition signage; video and photo direction
- Marketing campaigns: Print and digital concept development; infographics and data visualization; copywriting
- Product UI/UX: User research; wireframing; iconography; design sprints for web and mobile app platforms
- Web design: Website redesign; microsites; HTML and CSS development in multiple CMS environments
- Managing freelance designers, illustrators, and external vendors for events and interior design production

### **DMB&B Advertising**, New York, NY

Graphic Designer :: January 2000 to April 2002

Composing print, digital, motion, illustration, and multimedia assets for the agency and clients including: Ad Council, Crest, Folgers, Lily of France, Pampers, Saturn, and Sprint.

## Education:

### **Rensselaer Polytechnic Institute**, Troy, NY

Mechanical Engineering, B.S. :: 1991 to 1992

### **Imparture Training Course**, New York, NY

User Experience Design & Testing :: 2017

## Technical Skills:

### **Proficient with the following design/web tools:**

Adobe Creative Cloud – After Effects, Illustrator, Photoshop, Premiere, XD; Figma; Final Cut Pro; HTML/CSS; Sketch; CMS (e.g., Contentful, WordPress);  
I also create on: Piano and Trombone