rosalinda graziano

ART DIRECTOR • CREATIVE DIRECTOR • DESIGNER AND BUILDER

Toronto, ON CANADA

ideas@rosalindagraziano.com
416 726 5529 office

ROSALINDA GRAZIANO began her career in advertising at the tender age of 5 at her Dad's grocery store. She was the official staff illustrator and typesetter of all the produce signs. When not creating award winning, hand drawn produce signs for such notable clients as Artichoke and String Beans, Rose busied herself at the snack counter where she would entertain the customers with her merry badinage and double espresso sales pitch. She attended OCAD where she majored in Advertising and Graphic Design. She also took an extra year studying painting and drawing in Florence, Italy. Rose'e career as an Art Director has included Ad Agencies such as Publicis SMW, Ammirati Puris, Zig, Bensimon Byrne as an Art Director and ACD and ACD at The Hive Inc.

Her work has been recognized from various awards shows including The Marketing Awards, The ADCC, theFWA.com, The One Show, Cannes and The Art Directors Club (NY).

Rose returned to the OCAD U, this time as a sessional professor where she taught for 15 years and almost every Ad course there. Rose has expanded her ideas from 2D to 3D. She went back to school after being inspired from carving her first totem pole and studied Furniture Making where she graduated with honours. Her love of ideas, no matter what form they take are what excites her most about the future.

She is currently freelancing, designing and building furniture.

Experience

Idea (Furniture) Designer/Fabricator

Toronto, ON CANADA
May 2013 - Present

rosalinda graziano • Ideas in 3D

Creating, crafting custom unique ideas in three-dimensional forms with creative problem solving. This includes furniture, home accessories, sculptures and special projects.
These custom works and limited edition pieces from my downtown Toronto workshop/studio.

Art Director/Designer

Freelance Art Director • CD

You name it.
Aug 2011 - Oct 2026

Freelancer that acts like a full-timer. In a good way.

AGENCIES INCLUDE:
MackieBiernacki, Jackman, Taxi 2, SID LEE (Toronto), LOWE Roche, Juniper Park, The Extreme Group, DDB Toronto etc.

Sessional Instructor • Professor

Ontario College of Art and Design University

Toronto, Ontario
Sep 2006 - Apr 2021

Faculty of Design and Advertising • Sessional Faculty
COURSES: TV-Timed Based Media, Advertising Concept & Layout, The Art of Presentation and Advertising Thesis.

Associate Creative Director • Art Director

The Hive Inc.

Toronto, Ontario
May 2010 - Jul 2011

CLIENTS: COKE (Nos Energy Drink, Coca-Cola TEEN, FUZE), Rethink Breast Cancer, Reebok Hockey, Viceroy Homes.

Senior Art Director • Associate Creative Director

Bensimon Byrne

Toronto, Ontario
Sep 2006 - Nov 2009

CLIENTS: SCOTIABANK, RETHINK BREAST CANCER, LOBLAWS • PRESIDENT'S CHOICE, PANASONIC, OLG, ONTARIO WOMEN'S DIRECTORATE (GOV'T), HYUNDAI.

Senior Art Director

zig inc. (CP+B)

Toronto, Ontario
Feb 2002 - Aug 2006

CLIENTS: UNILEVER, W NETWORK, PFLAG, MAPLE LEAF FOODS, HARLEQUIN BOOKS, MOLSON, RETHINK BREAST CANCER, OLLY SHOES, THE BISHOP STRACHAN SCHOOL.

Art Director

Ammirati Puris

Toronto, Ontario
Jan 2000 - Jan 2002

CLIENTS: LABATT, UNILEVER, JOHNSON & JOHNSON, THE SUN, CLEAR BLUE EASY, NEO CITRON.

Art Director

Publicis • SMW

Toronto, Ontario
Sep 1998 - Dec 1999

CLIENTS: NOVARTIS, UNICEF, ONTARIO TOURISM, OLG, ASTRA ZENECA.

Education

Certificate (Graduated with Honours)

Humber Institute of Technology & Advanced Learning

Toronto, Ontario
Jan 2012 - Dec 2012

Furniture Design and Cabinet-Making.

Haliburton School of the Arts/Fleming College

Haliburton, Ontario
Aug 2010

Totem Pole Carving Course

Dale Carnegie Course

Toronto, Ontario
Sep 2007 - Nov 2007

The International Film Workshops

Rockport, Maine
Aug 2004 - Sep 2004

Intensive workshops in Basic Cinematography • 16mm Camera • Video Camera and Techniques • Location Lighting for Film and TV

AOCA

Ontario College of Art and Design

Toronto, Ontario
Sep 1990 - Jun 1995

COMMUNICATION AND DESIGN: Specialist in Advertising and Design.

Ontario College of Art and Design

Florence, Italy
Sep 1992 - Jun 1993

OCA OFF-CAMPUS STUDY in Florence, Italy studying Painting and Drawing.

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