

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.

After a few exciting years of prosciutto slicing and cappuccino frothing, Rose found herself at the Ontario College of Art and Design where she majored in Advertising and Graphic Design. She also took an extra year studying painting and drawing in Florence, Italy. Rose began her career as an Art Director at Bruce and Meyers, and has since worked at Publicis SMW (where she was partnered up with Jennifer Wilson, her partner of 10 years), Ammirati Puris, Zig, Bensimon Byrne as an Art Director and Associate Creative Director. Then spent a year as ACD at The Hive Inc.

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

Rose returned to the OCAD U nine years ago, this time as a sessional professor where she has taught Advertising Concept, Fourth year thesis and presently TV Timed-Based Transmedia.

Most recently Rose has expanded her ideas from 2D to 3D. In 2012 she went back to school after being inspired from carving her first totem pole and studied Furniture Making at Humber College 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 in

her own shop and still makes a hell of a good prosciutto and provolone sangwich.

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

You name it.
Aug 2011 - Present

Freelance Art Director • CD

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

AGENCIES INCLUDE:

Taxi 2, SID LEE (Toronto), LOWE Roche, Juniper Park, The Extreme Group, DDB Toronto etc.

Sessional Instructor • Professor

Toronto, Ontario
Sep 2006 - Present

Ontario College of Art and Design University

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

Associate Creative Director • Art Director

Toronto, Ontario
May 2010 - Jul 2011

The Hive Inc.

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

Senior Art Director • Associate Creative Director

Toronto, Ontario
Sep 2006 - Nov 2009

Bensimon Byrne

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

Senior Art Director

Toronto, Ontario
Feb 2002 - Aug 2006

zig inc. (CP+B)

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

Art Director

Toronto, Ontario
Jan 2000 - Jan 2002

Ammirati Puris

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

Art Director

Toronto, Ontario
Sep 1998 - Dec 1999

Publicis • SMW

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

Education

Certificate (Graduated with Honours)

Toronto, Ontario
Jan 2012 - Dec 2012

Humber Institute of Technology & Advanced Learning

Furniture Design and Cabinet-Making.

Haliburton School of the Arts/Fleming College

Totem Pole Carving Course

Haliburton, Ontario
Aug 2010

Dale Carnegie Course

Toronto, Ontario
Sep 2007 - Nov 2007

The International Film Workshops

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

Rockport, Maine
Aug 2004 - Sep 2004

AOCA

Ontario College of Art and Design

COMMUNICATION AND DESIGN: Specialist in Advertising and Design.

Toronto, Ontario
Sep 1990 - Jun 1995

Ontario College of Art and Design

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

Florence, Italy
Sep 1992 - Jun 1993

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