

Marco G. Dardignac

880 Bergen Ave. Jersey City, NJ 07306
marcodardignac@aim.com
www.marcodardignac.com
845.608.0928

EXPIERENCE	<p>Wells Fargo New York, NY October 2022 – August 2023 Senior Product Designer Design and develop user interface (UI) components for web and mobile applications Contribute to a digital design system, style guides and delivering digital assets to development teams Produce customer experience elements from product concept through completion, including updates and revisions Collaborate with other UX Design disciplines to integrate & address user needs and balance them against business, brand and technical goals</p> <p>JPMorgan Chase & Co. New York, NY September 2019 – October 2022 Senior Art Director Conceptualize and execute creative solutions through multiple Omni-channels for both print and digital media Partner with Copywriters to develop creative concepts that translate into final assets Define design systems across different products including site-landing page, mobile app and ATM screens Execute layouts for bank lobby signage, digital banner ads and email marketing Convert rough ideas as prescribed in marketing briefs into illustrative concepts for creative reviews</p> <p>Verizon Wireless New York, NY November 2016 – September 2019 Visual Designer Produce site landing pages, acquisition digital banner ads, icons and website comps for B2B/B2C marketing campaigns Develop template solutions for social media content across all platforms including Instagram, Facebook, Linkedin and Pinterest Create graphic elements and visual treatments that adapt with responsive design systems Work in tandem with front-end developers to ensure accurate delivery of final production-ready assets Develop standards and guidelines for usability</p> <p>iHeartMedia New York, NY May 2015 – September 2016 Digital Visual Designer Executed layouts for global digital banner ads including homepage heroes, landing pages, social media advertising and e-blast Communicated with clients to develop an artistic approach and style while inquiring approval Designed mobile interface mocks and templates for sales marketing team Ensured graphic solutions are optimized for integration, performance and usability Sent digital assets to Web Experience team as needed</p> <p>Nautica, Inc. New York, NY November 2011 – May 2015 Graphic Designer Created marketing graphics for corporate web sites, social media campaigns and DTC request Managed creative workflow by trafficking all jobs and collateral in and out of the department Created and modify video projects upon request Overseen and gave art direction to retouchers, Freelance Designers and interns Gathered relevant information by meeting with Brand Managers and Art Directors</p>
EDUCATION	<p>General Assembly New York, NY Certificate of Completion in User Experience Design May 2019</p> <p>Mercy University Dobbs Ferry, NY Bachelor Degree in Computer Arts and Design May 2011</p>
APPLICATIONS	Figma, Canva, WordPress, Scene7, Spongecell, Adobe InDesign, Illustrator, Photoshop, After Effects, Xd, Apple Final Cut Pro, Microsoft Office