

Marco G. Dardignac

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EXPIERENCE

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

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

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

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

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

EDUCATION

General Assembly New York, NY

Certificate of Completion in User Experience Design

May 2019

Mercy University Dobbs Ferry, NY

Bachelor Degree in Computer Arts and Design

May 2011

APPLICATIONS

Figma, Canva, WordPress, Scene7, Spongecell, Adobe InDesign, Illustrator, Photoshop, After Effects, Xd, Apple Final Cut Pro, Microsoft Office