

# Amy K. Petriello

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AKPETRIELLO.COM

LINKEDIN.COM/IN/AMYPETRIELLO

art direction  
& graphic  
design

## TECH SKILLS

**Expert:** Adobe InDesign, Illustrator, Photoshop, Digital Publishing Suite, Acrobat, Word, Google Drive/Docs/Sheets, Dropbox, Box

**Intermediate:** WordPress, Sketch, PowerPoint, Slack, Trello, InVision

**Proficient:** AfterEffects, HTML, UXPin

## EDUCATION & TRAINING

**Certificate in UX/UI Design**  
Career Foundry, 2016

**Masters in Computer Publishing + Design**  
Auckland University of Technology, Auckland, New Zealand, 2004

**BA in Journalism. Minors in Gender Studies + Creative Writing, Magna Cum Laude**  
Loyola University Maryland, 2003

## ART DIRECTOR WORTH / 2018-2020

BRAND ART DIRECTOR for a media and events company for high net worth individuals. Redesigned the website to lead to 276% user growth and 206% pageview growth YOY, and an average newsletter open rate of 18.45%.

- I conceived and executed a new brand vision for the company of "Worth: Beyond Wealth" to go beyond finance and become inclusive and impactful.
- Directed the UI for a refreshed website, redesigned the quarterly magazine, and designed original, full branding for marketing, sales, events, and social.
- Regular, ongoing duties included: editorial design for the magazine and website, with a digital-first philosophy; sales materials, such as PPTs and sales sheets; events signage for full-scale summits; and marketing design, such as social graphics, email blasts, and launched two e-newsletters.
- Oversaw all video and podcasts for brand consistency.
- I also hired and directed freelancers, photo editors, illustrators and photographers.

## FREELANCE DESIGNER VARIOUS CLIENTS / 2016-PRESENT

Adams Media, a division of Simon & Schuster books; Money20/20, the premier Fin-tech global event; The Montclair Public Library; Wisdom Publications

## ART DIRECTOR F+W MEDIA / 2010-2018

**FINE ART DIVISION: Artists Magazine, ArtistsNetwork.com, North Light Books imprint**

FROM 2017 TO 2018, I oversaw the relaunch and redesign of the flagship Artists Magazine and ArtistsNetwork.com. The first redesigned issue had a 30% increase in sales.

- Designed new logos for all products and sub-brands, including: magazines, book imprints, video, social media, and shop.
- Created style guide and directed the brand across print and digital.
- Managed a team of four remote designers working on fine arts books and magazines.
- Daily tasks included concepting, commissioning and directing photo shoots and illustrations, and laying out Artists Magazine – an arts/lifestyle monthly.
- Created digital content and branded graphics for social media platforms and website, including sponsored content.
- Worked within budgets, handled invoicing and hiring.

**FINE ART & FASHION DIVISIONS: BurdaStyle, Burdastyle.com, Jewelry Artist, Drawing**

FROM 2012 TO 2016, I designed content and marketing for multiple art and craft verticals, including the U.S. brand launch of BurdaStyle.com: the largest DIY fashion sewing community in the world.

- Created BurdaStyle branding style guide and translated the brand across print, event, and eCommerce platforms.
- Launched the U.S. edition of BurdaStyle magazine, the world's biggest creative fashion magazine. Also developed original graphics for BurdaStyle.com.
- Designed monthly newsstand magazine.
- Also art directed two other content divisions: Drawing and Jewelry (a \$6 million brand).
- Responsible for brand visual continuity and development across all platforms. Daily tasks include design, production, and art direction of print magazines, eCommerce kits, and marketing materials for print and web.

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## FINE ART DIVISION: American Artist

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FROM 2010 TO 2012, I art directed all content and products for multiple fine art content brands across print and digital.

- Managed the daily activities of the art department and provided art direction to designers.
- Project managed the first eMagazine for the art group (a Flash-based Adobe AIR app). I directed a team of 3 designers and external web developers in designing the digital app. I also converted the flagship publication to an iPad app, designing for tablet UI and UX.
- Art directed and designed 22 magazines a year, plus 7 iPad editions.
- Art directed and designed marketing campaigns for all art products, including web and print ads and event signage.

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## ART DIRECTOR NICHE MEDIA / 2005-2010

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Promoted from designer to senior designer to art director

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- Designed editorial features and columns for several luxury magazines, including Gotham and Hamptons. Content included food, celebrities, fashion, jewelry, beauty, and interior design.
- Directed celebrity and profile photo shoots; edited photos for all sections; commissioned illustrations for conceptual pieces.
- Art directed Ocean Drive magazine, the Miami lifestyle bible, and led the 2010 redesign.
- Launched Michigan Avenue magazine, collaborating with the Creative Director and Editor.
- Hired, mentored, and supervised junior designers, interns, and freelancers.

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## FEATURES DESIGNER THE NEW ZEALAND HERALD / 2004-2005

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New Zealand's largest daily newspaper

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- Designed news and feature pages and covers for the fashion, beauty, home design, food, travel, and entertainment sections of the paper.
- Redesigned weekly travel section and promoted to the role of lead designer of section after six months at the Herald; section won a 2006 Qantas Media Award for Best Travel Section.
- Designed news and editorial pages in the daily and weekend newspapers.

## AWARDS & HONORS

### Winner, Best Consumer News/General Interest Magazine

Folio's Eddie Award, 2019, for Worth's Q1 Women and the Making of a Rich Life issue.

### Honorable Mention, Best Cover Design

Folio's Ozzie Award, 2018, for Artists Magazine's June 2018 Issue

### Best Travel Section

Qantas Media Awards, 2006, for The New Zealand Herald's Travel section

### Second-Place

#### Start-up Magazine

AEJMC, 2003, for Art "Outdoor Kids" prototype magazine at Loyola University Maryland

### Cura Personalis

#### Community service award

Loyola University Maryland, 2003