

Diana Isabel Tantillo

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WORK EXPERIENCE

McCann New York | New York, NY

March 2020 – Present

Senior Art Director

- Design campaigns from concept development to execution and final design for multi-platform campaigns from print to out of home to digital, including web design and UI design, and social assets.
- Animate and edit assets for social media, out of home billboards, including for Times Square, and in-house corporate videos.
- Clients: L'Oréal Paris (all cosmetics, skincare, haircare, and hair color products), L'Oréal Paris Women of Worth, Urban Decay, Thayers, IT Cosmetics, Carol's Daughter, and Ulta

Casanova//McCann | New York, NY

January 2018 – February 2020

Digital Art Director

- Concept, design mockups, and develop final artwork across many platforms print and digital, including infographics and illustrations, for the Hispanic market in the US.
- Animate and edit case studies for festivals, content for social media, and online web banners.
- Design mobile-friendly websites and responsive UI layouts.
- Clients: US Army, USPS, New York Lottery, Cigna, Nestlé, Ulta, and Coca-Cola

J. Walter Thompson | San Juan, Puerto Rico

August 2014 – October 2017

Digital Art Director

- Animate and edit case studies for festivals, video content for social media, web banners, TV commercials, and logos.
- Concept, design mockups, and develop final artwork across many platforms print and digital, infographics and illustrations.
- Design from concept to final artwork for cross platform use, for print, billboards, shoppers, digital platforms, and social media, as well as websites for desktop and mobile devices and app UIs.
- Clients: Walgreens, Banco Popular, Triple S (medical insurance), Nestle brands (Crunch, Nesquik, Skinny Cow, KLIM, Lean Cuisine, Coffee-Mate, Carnation, La Lechera, Nescafé), Ford, Puerto Rico Tourism Company, Rums of Puerto Rico, Heineken, Johnny Walker, Bailey's, Jack Daniel's, Pepsi, and Susan G. Komen.

Quoted Studios | New York, NY

April 2015 – July 2015

Colorist

- Color artist for the PBS Digital series "Blank on Blank".

EDUCATION

New York University Tisch School of the Arts Asia | Singapore

2014

Master of Fine Arts in Animation and Digital Arts

Wellesley College | Wellesley, MA

2012

Bachelor of Arts in Media Arts and Sciences

SKILLS

Spoken Languages: English and Spanish: Fluent

Programs: Microsoft Office (Word, Excel, PowerPoint); Google Suite, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate, After Effects, Premier, Audition, Media Encoder, Lightroom, Acrobat); Notion, Discord, Midjourney, Slack

Programming Languages: HTML, CSS, JavaScript, Java, Python, ActionScript, and Lingo,

Skills: Graphic design, motion design, illustration, typography, animation, video editing, team player, proactive, critical thinking, fast learner, good listener, strong communication skills, detail-oriented, adaptable, independent