

# tonyGuasco

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## EXPERIENCE

### Creative Manager | American Lighting, Denver CO 2022–2026

- Directed creative across a parent company and 3 divisions, building distinct visual identities for each while maintaining cohesion at the corporate level.
- Grew and led a design team of 3 to 4, mentoring designers toward greater ownership and accountability over time.
- Created a multi-stage creative review process from the ground up, cutting review cycles from weeks to days and eliminating the back-and-forth that was stalling projects.
- Built brand guidelines for the Proluxe and Prizm divisions from the ground up, giving both teams a clear visual language to work from.
- Executed high-volume creative across catalogs, brochures, trade show graphics, packaging, and digital assets; managed print production end to end.
- Designed web experiences in Figma and Adobe XD and produced email campaigns and digital marketing assets across Constant Contact and Mailchimp.
- Partnered with Sales, Product Development, and Marketing to ensure creative was ready at launch.
- Managed external vendor and 3D artist relationships, keeping deliverables on time and on budget.

### Senior Graphic Designer | American Lighting, Denver CO 2021–2022

- Worked closely with Sales, Product Development, and Marketing to produce branding materials that supported product launches and sales initiatives.
- Produced catalogs, brochures, and trade show graphics while managing vendor relationships to keep quality high and deliveries on time.
- Built a comprehensive brand guideline that formalized American Lighting's refreshed visual identity.
- Mentored junior designers and contributed to improvements in how the Marketing Team operated day to day.

### Assistant Creative Manager | Bona, Denver CO 2017–2021

- Managed day-to-day operations of a four-person design team, keeping projects on track and deliveries consistent.
- Partnered with the Creative Manager to provide direction and constructive feedback on design execution.
- Designed brochures, catalogs, event materials, and point-of-purchase displays for both retail and professional channels.
- Managed packaging design across labels, bottles, cartons, and bulk containers, maintaining SKU variants, dielines, UPCs, and compliance marks.

### Art Director | White Good, Lancaster, PA 2013–2017

- Art directed creative for a rotating roster of luxury residential and commercial clients including Fairway Architectural Railing, Miele, ROHL, Thompson Traders, and Thos. Moser.
- Worked with client marketing teams to refresh brand identities and sharpen their market positioning.
- Directed photoshoots with photographers and stylists, producing brand imagery and video content that matched each client's visual identity.
- Designed and executed multi-channel campaigns across print, digital, web, and trade shows.
- Built brand guidelines and produced collateral including brochures, trade show graphics, and promotional materials for clients across luxury residential, commercial, and architecture.

## SKILLS

**Software:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Figma, Adobe XD, Asana, Monday.com, InMotion Classic, Microsoft Word, Microsoft Excel, Microsoft SharePoint, Microsoft Teams, Microsoft PowerPoint

**Leadership:** Creative Direction, Art Direction, Brand Strategy, Team Supervision, Project Lead, Cross-Functional Coordination, Vendor Collaboration, Photography Direction, Process Lead and Trainer

**Technical:** Print Production Management, Packaging Design (dielines, UPCs, compliance), Proofing, In-house Production, File Standards and Organization, Vendor and Finance Coordination (Accounts Payable, invoicing, cost tracking), Set Design and Styling

## EDUCATION

Bachelor of Art & Design, Concentration in Graphic Design | Millersville University