

Tony Guasco

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Professional Summary: I am a creative lead and senior designer with 13+ years of experience building design systems across print, web, email and social campaigns, product marketing, trade shows, and sales-support materials. I turn complex offerings into stories that are clear and human, then build the systems and teams that carry that story to the people who need to hear it.

KEY 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, Creative Operations, Brand Strategy, Team Supervision, Project Lead, Cross-Functional Coordination, Vendor Collaboration, Photography Direction, Process Lead and Trainer

Technical: Print Production Management, Packaging Production (SKU variants, dielines, UPCs, compliance marks), Proofing, In-house Production, File Standards and Organization, Cost Tracking, Set Design and Styling

EXPERIENCE

Freelance Brand Designer | Kissimmee, FL | 01/2026—Current

- Designed a full brand identity system for a business advisory startup, including logo, business cards, letterhead, and website.
- Produced brand and sales collateral for a boutique lighting designer startup, including a landing page, sales materials, signage, business cards, and rate cards.
- Designed a new logo for an established lighting company

Creative Manager | American Lighting, Denver, CO | 08/2022—01/2026

- 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.
- 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.
- Executed high-volume creative across catalogs, brochures, trade show graphics, packaging, and digital assets, including web experiences in Figma and Adobe XD and email/digital campaigns through Constant Contact and Mailchimp; managed print production end to end.
- 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 Brand Designer | American Lighting, Denver, CO | 06/2021—08/2022

- 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 | 08/2017—06/2021

- 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 | 04/2013—08/2017

- Art directed creative for a rotating roster of luxury residential and commercial clients.
- 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.

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