

Tom Belmonte

Digital Creative

Portfolio: tombelmonte.com

Email: tombelmonte1@gmail.com

Bio:

Tom is an award-winning creative leader who drives the vision, strategy, and execution of digital-first experiences across platforms. He blends creativity, leadership, and strategic thinking to deliver visually striking brand stories, user-centered designs, and high-impact campaigns.

Experience:

Digitas North America

Assoc. Director of Design

Jan 2023 - Present

Clients: Bank of America

- Led multidisciplinary creative teams (copy, design, UX) to develop net-new concepts and deliver end-to-end creative solutions.
- Developed and implemented a new global brand identity for Bank of America.
- Guided teams in building scalable design systems, animated illustrations, and content across brand and experience design initiatives.
- Served as a strategic partner and connector across internal teams, including Brand, Experience Design, and Strategy.
- Launched internal agency programs focused on elevating creative craft and strengthening employee engagement.

Accenture Song

Assoc. Director of Design

Nov 2021 - May 2023

Clients: Microsoft, Bose, Save The Children, BMW

- Led a team of six creatives (copy, design, UX) to deliver net-new concepts from initial idea through final execution.
- Designed scalable design systems and content productions for Accenture’s highest-revenue clients.
- Defined user flows, built prototypes, and developed stimulus materials to support qualitative and quantitative user testing.
- Led new business pitches and managed globally distributed teams across South Africa, Dublin, and New York.
- Owned client-facing presentations, including narrative development and final verbal delivery.
- Created project briefs, defined scopes, and structured sprint schedules to guide efficient delivery.

Critical Mass

Associate Creative Director

Apr 2019 - Nov 2021

Clients: U.S. Army, BMW, Harley Davidson

- Led a team of four creatives (copy, design, UX) to drive creative development from concept through final delivery.
- Directed content production shoots and managed freelance artists to produce campaign assets.
- Owned client-facing presentation development, including storytelling and final presentation delivery.
- Facilitated cross-agency collaboration across seven partner agencies within Team DDB.
- Defined content strategy and oversaw brand asset libraries to ensure consistency and scalability.

Freelance

Sr. Art Director

Mar 2017 - Apr 2019

Clients: Hefty, Reynolds, Citi, AceHardware, Chilis, BMW, Lavazza, Groupon, HP, Huawei, Kraft, & Oscar Mayer.

- Concepted and developed integrated 360 campaigns from ideation through production & finishing.
- Secured multiple contract renewals and extensions with top-tier agencies, including **Havas (x2), McGarryBowen (x2), OKRP (x3), & KBS+**.
- Managed broadcast animatic testing and approval processes to ensure client alignment and quality.
- Created original storyboards for client broadcast and video proposals.
- Collaborated with influencer and celebrity talent to enhance campaign reach and engagement.

KBS+

Art Director

Sept 2015 - Mar 2017

Clients: BMW, BeautyRest, Red Robin, Vanguard, & Nike

- Concepted across integrated 360 campaigns.
- Worked with creative directors to see campaigns from concept to delivery.
- Collaborated alongside top-tier directors, editors, and film finishers.
- Gained extensive image compositing and retouching - Gained extensive image compositing and retouching experience.
- Worked diligently to advance from Intern to Mid-level Art Director in under 2 years.

Tools + Software:

- Figma + Figma AI
  - Adobe Creative Suite
  - After Effects
  - Adobe Firefly
  - Gemini/Nano Banana
  - Midjourney/DALL-E
- Microsoft Suite
  - Float
  - Principal
  - Lottie
  - Proto-Pie
  - Jira/Asana.

Technical Skills:

- Creative Direction
  - Digital Design
  - AI Image + Video Generation
  - Prompt Direction
  - Conceptual Campaign Development
  - Prototyping & Interaction Design
  - Motion Design & Animation
  - Video & Image Editing
  - Brand System Design
  - Creative Mentoring & Team Leadership
- Qualitative & Quantitative User Testing
  - New Business Pitch Development
  - Information Architecture
  - Content Strategy & Digital Storytelling
  - Cross-Platform Experience Design (Web, Mobile, AR/VR)
  - Data-Driven Design & Personalization Strategies
  - Human-Centered Design & ADA Compliancy
  - Collaboration with Multidisciplinary Teams
  - Client Relationship Management
  - Video Storyboarding & Experience Mapping