



Creative Director | Art Director | Designer

Joseph Macri

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Creative Director with over a decade of experience leading high-impact brand strategies for global leaders in gaming, entertainment, and tech. Expert in orchestrating large-scale campaigns that bridge the gap between rigorous brand standards and immersive storytelling. A collaborative leader with a proven track record of mentoring world-class teams, driving revenue through strategic frameworks, and delivering seamless, human-centered creative at scale.

EXPERIENCE

PETROL ADVERTISING 2017 – PRESENT

ASSOCIATE CREATIVE DIRECTOR | SENIOR ART DIRECTOR

- Built and launched cutting-edge marketing initiatives, developing strategic brand frameworks for elite clients, such as Disney, Activision, JBL, Honda and other entertainment, technology, gaming, sports, and lifestyle brands
- Engineered and executed large-scale marketing campaigns with budgets ranging up to \$10M+
- Led and mentored designers by providing expert feedback and guidance related to creative marketing
- Guided cross-functional teams in crafting cohesive visions and strategies, ensuring creative alignment
- Designed and produced pivotal visual elements, managed extensive photo shoots, and led the creation of high impact audio-visual content and live events
- Applied design thinking to build scalable UX/UI systems that elevated usability and performance.

GRAVILLIS INC 2015 – 2017

ASSOCIATE CREATIVE DIRECTOR | SENIOR ART DIRECTOR

- Crafted and executed distinctive key art, outdoor, and digital campaigns for prestigious clients such as Disney, Netflix, Marvel, Amazon, and Universal, setting new standards in visual marketing
- Spearheaded innovative visual strategies and led collaborative efforts across creative departments to enhance branding for major motion picture, television, and entertainment projects
- Orchestrated seamless communication between clients and marketing teams to guarantee design concepts and branding strategies were perfectly synchronized
- Collaborated with Art Directors and Creative Directors to ensure the highest quality of deliverables

HAMAGAMI/ CARROLL INC 2015

ASSOCIATE CREATIVE DIRECTOR | SENIOR ART DIRECTOR

- Designed distinctive visual identities that elevated brand presence for notable clients across entertainment, licensing, consumer brands, and gaming sectors: including Activision Blizzard, EA, Disney, and Lucas

ACTIVISION BLIZZARD 2014

ASSOCIATE CREATIVE DIRECTOR | SENIOR ART DIRECTOR

- Engineered and delivered high-quality graphics for in-game visuals, product packaging, and diverse marketing materials, aligning with brand aesthetics

+ EXPERTISE

- Creative Direction
- Art Direction
- UX/UI Design
- Brand Development
- Marketing Strategy
- Data Analysis & Reporting
- Digital/ Social Campaigns
- Project Management
- Creative Briefs & Pipelines
- Strategic Leadership
- High Impact Content
- Visual Storytelling

SOFTWARE

- Adobe Creative Suite
- Figma
- Microsoft Office Suite
- Google Suite

EDUCATION

FASHION INSTITUTE OF DESIGN AND MERCHANDISING

- Bachelors of Science (BS) in Business Management
- Associate of Arts (AA) in Graphic Design
- Associate of Arts (AA) in Fashion Design

AWARDS

- Clio GOLD: Call Of Duty: Black Ops 7
- Clio GOLD: Call Of Duty: Black Ops 6
- Clio GOLD: Call Of Duty: Black Ops Cold War Campaign
- Clio GOLD: Dead Island 2
- Clio Silver: Call Of Duty: Modern Warfare II - Art Reveal
- Clio Silver: JBL - Quantum Series Headset
- Graphis Platinum: Sekiro: Shadows Die Twice
- Graphis Gold: Call of Duty: Modern Warfare II
- Graphis Gold: UFC 275
- Graphis Gold: Call of Duty: BlackCell - Key Art
- Graphis Gold: JBL Quantum
- Graphis Gold: Call of Duty: Vanguard