



Creative Director | Art Director | Designer

Joseph Macri

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I'm a Creative Director who's spent the last nine years shaping the world of Call of Duty and some of the biggest titles in the video game space. I specialize in creating design that makes video games, tech brands, and franchises feel inspiring, meaningful, and unmistakably cool. I've led global campaigns featured in Times Square and around the world, and worked on creative for Netflix, Disney, Apple, James Bond, and Star Wars. My work blends storytelling, strong visual worlds, and unforgettable attention to detail.

## 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

### GRAVILLIS INC 2015 – 2017

ART DIRECTOR | JR. 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

### HAMAGAMI/ CARROLL INC 2015

JR. 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

GRAPHIC DESIGNER

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

## EXPERTISE

- Creative Direction
- Creative Strategy
- Art Direction
- Concept Development
- Brand Development & Storytelling
- Integrated Campaign Development
- Visual Storytelling
- Marketing Strategy
- Team Leadership & Mentorship
- Cross-functional Collaboration
- Visual Design Direction

## 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

## 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