

**Tom Belmonte**

**Design Director**

Portfolio: [tombelmonte.com](http://tombelmonte.com)

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**Bio:**

Design Director with 13+ years of experience shaping digital-first experiences across platforms. Brings together creative direction and systems thinking to build ideas that are both conceptually strong and designed to scale.

Works closely with cross-functional teams to bring clarity to complex problems, aligning design with user needs and business goals. Increasingly integrates AI into the creative process to accelerate exploration, enhance craft, and support more adaptive, scalable design systems.

**Experience:**

**Razorfish**

**Director of Design**

**Jan 2025 - Present**

**Clients: AutoNation & Chevron**

- Lead brand design initiatives across key accounts, developing visual systems that extend across digital products, campaigns, and content ecosystems.
- Drive AI-enabled design workflows, building scalable frameworks that accelerate production, enhance creative exploration, and support high-volume output.
- Partner with strategy, product, and technology teams to translate complex business challenges into clear, effective design solutions.
- Guide and mentor multidisciplinary teams, elevating craft while ensuring consistency and scalability across touchpoints.
- Present and sell work to senior clients, aligning creative direction with broader business and brand objectives.

**Digitas North America**

**Assoc. Director of Design**

**Jan 2023 - Jan 2025**

**Clients: Bank of America**

- Lead multidisciplinary teams across design, UX, and copy to concept and deliver integrated, end-to-end creative systems.
- Directed the development and rollout of a new global brand identity for Bank of America, ensuring consistency across digital and campaign touch-points.
- Built scalable design frameworks spanning brand, motion, and content, enabling high-volume production without sacrificing craft.
- Operate as a strategic connector across Brand, Experience Design, and Strategy, aligning creative output to business goals.
- Introduced new workflows and internal programs to elevate creative quality, improve team engagement, and streamline production.

**Accenture Song**

**Assoc. Director of Design**

**Nov 2021 - May 2023**

**Clients: Microsoft, Bose, Save The Children, BMW**

- Led a cross-functional team of creatives to develop and execute concept-driven work across digital products and campaigns.
- Designed modular systems and content ecosystems built to scale across global markets and platforms.
- Mapped user journeys, developed prototypes, and translated insights from qualitative and quantitative research into actionable design decisions.
- Directed global collaboration across distributed teams, aligning workstreams across North America, Europe, and Africa.
- Played a key role in new business, shaping narratives and delivering high-impact client presentations.
- Defined scopes, structured sprints, and introduced more efficient ways of working across teams.

## Experience cont:

### Critical Mass

#### Associate Creative Director

Apr 2019 - Nov 2021

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

- Led creative from concept through execution across integrated campaigns and digital platforms.
- Directed large-scale content productions, managing cross-disciplinary teams and external partners to deliver high-quality assets.
- Crafted and delivered client presentations, translating complex ideas into clear, compelling narratives.
- Partnered across seven agencies and Team DDB to ensure alignment and cohesion across campaign ecosystems.
- Defined content strategies and built scalable asset systems to support ongoing campaign needs.
- Began integrating emerging tools and automation into workflows to expand creative output and efficiency.

### KBS+ / Freelance

#### Art Director - Sr. Art Director

Jan 2014 - Apr 2019

Clients: BMW, Nike, Vanguard, Beautyrest, Red Robin, Hefty, Reynolds, Citi, Ace Hardware, Chili's, Lavazza, Groupon, HP, Huawei, Kraft, Oscar Mayer

- Concepted and executed integrated campaigns across digital, social, broadcast, and experiential channels.
- Developed visual systems and campaign frameworks that scaled across multiple formats and content needs.
- Collaborated closely with creative directors, strategists, and production teams to bring ideas from concept through final execution.
- Directed and supported content production, including storyboarding, shoot development, and post-production workflows.
- Built strong partnerships with agencies and clients, leading to repeat engagements and expanded scope of work.
- Strengthened craft across typography, composition, and motion, with a focus on delivering high-quality, detail-driven design.

## Tools + Software:

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

## Skills & Software:

- 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 Across Multidisciplinary Teams
- Client Relationship Management
- Video Storyboarding & Experience Mapping