

Tom Belmonte

Design Director

Portfolio: tombelmonte.com

Email: tom.belmonte1@gmail.com

Bio:

Design Director specializing in scalable brand and product ecosystems, design systems, and AI-enabled workflows. Combines strategic thinking, systems design, and creative craft to transform complex business challenges into intuitive experiences that drive adoption, engagement, and growth. Experienced leading multidisciplinary teams across brand, product, and innovation initiatives for organizations including Microsoft, Bank of America, and the U.S. Army.

Experience:

Razorfish

Director of Design

Jan 2026 - Present

Clients: AutoNation & Chevron

- Lead brand transformation initiatives and design innovation programs across enterprise clients, aligning customer experience, business strategy, and emerging technology.
- Drive adoption of AI-enabled design workflows that accelerate creative production, improve operational efficiency, and expand opportunities for experimentation.
- Partner with executive stakeholders, strategists, and product teams to define scalable experience ecosystems that perform across digital and physical touchpoints.
- Mentor multidisciplinary teams while establishing design standards, processes, and frameworks that elevate quality and consistency.
- Champion new approaches to design operations, helping teams work faster, smarter, and more collaboratively.

Digitas North America

Assoc. Director of Design

Jan 2023 - Jan 2026

Clients: Bank of America, Crocs & Otterbox

- Directed the evolution of Bank of America's digital brand ecosystem, creating scalable systems spanning identity, motion, content, and experience design.
- Built modular frameworks that increased creative efficiency while maintaining consistency across high-volume marketing and product initiatives.
- Connected brand, product, and experience teams around a unified design vision that strengthened customer engagement and business outcomes.
- Introduced new workflows and operating models that improved collaboration, accelerated delivery, and elevated creative quality.
- Led cross-functional teams across design, strategy, UX, and content to deliver integrated customer experiences at scale.

Accenture Song

Assoc. Director of Design

Nov 2021 - May 2023

Clients: Microsoft, Bose, Save The Children & BMW

- Led design initiatives across global brands including Microsoft, BMW, Bose, and Save the Children.
- Developed scalable design systems and content ecosystems supporting complex digital products and marketing platforms.
- Translated customer insights, research findings, and business requirements into intuitive user experiences.
- Directed distributed teams across North America, Europe, and Africa while aligning stakeholders around a shared vision.
- Played a key role in business development efforts through strategic storytelling, executive presentations, and new business pitches.

Experience cont:

Critical Mass

Associate Creative Director

Apr 2019 - Nov 2021

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

- Led integrated creative initiatives for clients including the U.S. Army, BMW, and Harley-Davidson.
- Directed multidisciplinary teams across experience design, content, and production to deliver cohesive brand experiences.
- Partnered with strategists, researchers, and client stakeholders to shape customer-centered solutions.
- Built scalable campaign systems capable of extending across digital, social, experiential, and content ecosystems.
- Managed complex stakeholder environments while maintaining creative excellence throughout execution.

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, experiential, and content platforms.
- Directed large-scale productions from concept through launch, including storyboarding, shoot development, and post-production.
- Developed visual systems and campaign frameworks for global brands including BMW, Nike, Citi, Kraft, HP, and Chili's.
- Built trusted client relationships that consistently expanded scope and long-term engagements.
- Strengthened craft across typography, motion, storytelling, and visual systems design.

Software:

- Figma
- Figma AI
- Adobe Creative Suite
- After Effects
- Firefly
- Midjourney
- DALL-E
- Gemini
- AI Agent Design
- Jira
- Asana
- Microsoft Office
- Float
- Principle
- Otto
- Lottie

Core Expertise:

- Creative Direction
- Design Leadership
- Brand Systems
- Design Systems
- Product Design
- Experience Strategy
- Information Architecture
- Digital Transformation
- AI-Enabled Design Workflows
- Content Strategy
- Motion Design
- Prototyping
- User Research
- Human-Centered Design
- Cross-Functional Leadership
- Client Partnership
- Team Development
- New Business Development
- Experience Mapping
- Personalization Strategy