

maria barbera

CREATIVE DIRECTOR/ART • DESIGNER
(& not too shabby with copy)

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references available upon request

sept 2022 - present

LEO A DALY *Creative Director*

Elevating the global architectural firm towards a more high-design presence through-out all studios & markets. Brand look & feel overhaul, social marketing, video content, collateral, website, experiential.

feb 2020 - aug 2022

Harbor Retail *Creative Director*

Designed websites/microsites, social graphics, interactive ebooks, experiential booths, video content.

may 2011 - march 2018

Geometry Global (now VMLY&R) *Creative Director*

Collaborated with partner agencies, managed creative teams to build customized retailer activations through print, sampling, social, digital, in-store & experiential.

- KC- Kotex/Poise/Depend/Huggies, KCP- Kleenex/Scott/WypAll, Unilever - Target

 Won multiple EFFIE awards: 1 gold, 2 silver, 6 bronze

april 2007 - may 2011

Saatchi & Saatchi X *ACD*

Managed a creative team, concepted & executed customized activations for various retailers.

- Walmart, Frito-Lay, P&G - *Enfamil/Prilosec OTC/Metamucil/Pepto*
- Won multiple SSX awards

april 2000 - april 2007

MARC USA *Senior Art Director*

Concepted & designed campaigns for our clients in print, TV/content, websites & sampling.

- CNA, GGP, Urban Properties, WMS Gaming, True Value, Lettuce Entertain You, Apartments.com
- CACSL team captain: *managed team & secured funding from vendors*

nov 1998 - april 2000

Jack Levy Associates *Designer*

Designed print & collateral for Shure Microphone & Citizen Bank.

aug 1996 - nov 1998

Illinois House of State Representatives *Head of Graphics/CHI*

Designed legislative newsletters, flyers, dm, brochures, logos.

Freelance Work

- march 2018 - feb 2020

unlimited/The Marketing Store, Matrex Exhibits, The Second City

- long ago

TPS Hockey-stick graphics, tattoos, fine art

education, 1996

American Academy of Art
Advertising Art Degree

tech skills

Adobe Creative Suite, videos/GIFs

what else

Wonder Woman, Jaws (only 1 & maybe 2), international art thief