

Michael Loccisano

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Internet Business Solutions – Freehold, New Jersey

September 2020 – January 2024

Creative Manager, Digital and Print Design

- Develop and execute web design, print and digital marketing, and packaging design strategies for over 30 clients across industries, including consumer goods, e-commerce, retail, and technology
- Managed a team of five full-stack developers and designers to drive over 65 web design projects
- Led the development of responsive web designs that adapt to various screen sizes and devices, and ensured consistent branding and design elements across desktop and mobile platforms
- Design and present creative website mockups using UI/UX tools such as Figma
- Develop comprehensive brand standards to ensure a cohesive visual identity across mediums
- Expert in typography, selecting and pairing fonts to create visually appealing and legible designs that align with brand identity and style guidelines
- Implement cutting-edge design and marketing strategies that consistently outperform industry benchmarks, based on data and research on industry trends and best practices
- Execute multi-platform marketing campaigns that effectively reach and engage diverse target audiences, improving brand visibility and conversion rates for clients
- Collaborate closely with clients, provide updates on project progress, address concerns, and ensure client vision is achieved, resulting in a 90% client retention rate since 2020
- Oversee project execution, drive design, and development workflows, ensure projects are completed on time and within budget, and implement quality assurance processes to reduce project delays and design/development errors by 25%
- Leverage WordPress to transform websites into immersive storytelling platforms, creating memorable UXs that lead to over a 15% increase in website traffic and longer user sessions
- Utilize heatmaps and click-tracking tools that visualize user interactions, to identify and prioritize design enhancements, achieving an improvement in click-through rates for client websites

Lord & Taylor – New York, New York

February 1998 - February 2020

Graphic Design Manager, Visual Merchandising and Packaging

- Created shop renderings in alignment with seasonal and monthly needs for quarterly directives, proposals, and special presentations.
- Assisted in the development of seasonal templates and maintained an image library for the Creative Director of Visual, updating as needed.
- Produced guidelines for the in-store teams on sets ups, window displays, new furniture packages, store floor plan layouts, and new store innovations
- Created original designs for store-wide, vendor, and in-department signage, while maintaining design and brand standards throughout all mediums.
- Collaborated with Area Merchandiser Directors and Visual Merchandiser to meet visual merchandising needs, ensuring monthly visual guidelines were adhered to.
- Generated digital files for internal server uploads and file sharing to ensure seamless delivery of final assets.
- Designed promotional and wayfinding signage at Lord and Taylor, creating clear and effective communication systems that guided customers through the store, enhancing their shopping experience and aligning with the brand's aesthetic and functional goals.
- Designed and Installed: floor and wall vinyl for department graphics, as well as outside windows vinyl.
- Trained boutique teams on visual merchandising best practices, fostering a culture of excellence and consistency.
- Coordinated with the PR team to update merchandise displays, anticipate product moves, and support photo shoots and consignments.

- Developed relationships with local vendors to facilitate efficient handling of maintenance requests and prioritize interventions.
- Helped in the Installation of seasonal window animations according to guidelines, ensuring captivating displays that aligned with brand aesthetics.
- Adapted packaging solutions and designs to cater to a diverse range of products, including apparel, cosmetics, electronics, and home goods, meeting each category's unique design needs
- Created original designs for store-wide, vendor, and in-department signage, while maintaining design and brand standards throughout all mediums

EDUCATION

SUNY Farmingdale, School of Visual Communications – Farmingdale, New York Advertising Art & Design

[Portfolio URL](#)

SKILLS & CERTIFICATIONS

Proficient in Microsoft Suite (PowerPoint, Excel)

Familiarity with Adobe Illustrator and Photoshop

Strong attention to detail and perfection

Ability to capture high-quality photos

Excellent interpersonal and communication skills

Ability to work effectively in a fast-paced, team-oriented environment

Flexibility in scheduling and availability for occasional work outside regular hours