

DOMINIC BUTCHELLO

Art Director & Brand Designer

CONTACT

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dominicbutchello.com
dom@dominicbutchello.com

SKILLS

Adobe Creative Cloud
Animation
Art Direction
Branding
Commercial Printing
Editorial Design
Figma
HTML/CSS
Illustration
Logo Design
Motion Graphics
Photography
Social Media & Paid Media Design
Typography

EDUCATION

Virginia Commonwealth University
BFA in Graphic Design
Cum Laude

Brand Design Lead

Violet Health, 03/2025 - Present

- Led a full rebrand for Violet, spanning visual identity, major website redesign, and social media systems, clarifying Violet's mission and outcomes for healthcare organizations and clinicians.
- Designed multi-channel campaign assets (paid social, landing pages, sales collateral) that made Violet's health equity and cultural competence value proposition more understandable to health plans and care delivery partners.
- Partnered with the Head of Marketing and cross-functional teams to update copy, brand systems, email designs, one-pagers, and style guides in line with Violet's new positioning in personalized, person-centered care.
- Established repeatable templates and design standards that streamlined marketing production and ensured a consistent, inclusive brand experience across all touchpoints.

Senior Designer (Contract)

Professional Women's Hockey League, 05/2024 - 01/2025

- Designed social media, print, and out-of-home assets for the 2024 PWHL Playoffs, 2024 Finals, and 2024 Draft, aligning with the league's brand identity.
- Developed comprehensive branding systems for each team, integrating their newly designed logos and wordmarks to create a cohesive visual presence.
- Contributed to the PWHL's record-breaking performance in its inaugural season, achieving:
 - 300+ million social media impressions
 - 1.14 million followers across platforms
 - 112,000+ YouTube subscribers

Art Director

Robin, 10/2021 - 05/2024

- Created end-to-end branding for sports campaigns and brands, including MLB teams (Los Angeles Dodgers), sports tech startups (Religion of Sports), and the inaugural season of the Professional Women's Hockey League.
- Developed multi-channel design systems for marketing campaigns across digital, out-of-home, experiential, social, and print mediums.
- Blended typography, color theory, and composition to craft scalable visual systems aligned with sports culture, while instilling unique design directions for each client.
- Built and mentored a team of designers to produce high-quality creative outputs in tight deadlines.

Senior Designer

OnePlus, 02/2019 - 06/2021

- Established and scaled North America's first regional design team.
- Designed creative for multi-channel campaigns across e-commerce, social media, experiential, OOH, and retail that saw OnePlus catapult to the #3 best-selling phone brand, after Apple and Samsung.
- Created design systems for multiple phone launch events and marketing campaigns, with over 3 million views across platforms.
- Managed and designed for key partnerships with Google, Facebook, Epic Games, Verizon, and T-Mobile.

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Founding & Lead Designer

betaworks studios, 12/2017 - 09/2018

- While at betaworks, I collaborated with the betaworks CEO, creative director, and CFO to ideate, plan, and launch betaworks studios, a co-working space for tech founders in New York City.
- Built and implemented the foundational design systems for the launch of betaworks studios, influencing all visuals and physical buildout of the betaworks studios space.
- Created marketing collateral, including websites, animations, decks, and wayfinding systems for betaworks studios.

Lead Designer

betaworks, 07/2014 - 09/2018

- Led art direction, branding, and animation initiatives for startups within the betaworks brand and portfolio.
- Functioned as a founding designer for 15+ different pre-seed and seed startups within the betaworks portfolio, leading art direction, branding, advertising, and animation initiatives for each.
- Created branding, animations, and social media assets across multiple betaworks portfolio companies, including Dots, GIPHY, and Hugging Face.
- Collaborated on social media designs, experiential designs, and sponsorships, with major brands including Showtime, Chobani, Target, GE, and Alphabet.

Graphic Designer

Tumblr, 05/2011 - 03/2014

- Designed branded merchandise, event materials, and motion graphics to enhance Tumblr's visual identity and engage its user community.
- Created digital assets, including GIFs, illustrations, event posters, and icons for use across web and mobile platforms, driving user engagement and accumulating 3M+ likes, shares, and reblogs throughout Tumblr.
- Developed print collateral and ensured quality execution by managing vendor relationships and production processes.