

# DOMINIC BUTCHELLO

Art Director | Graphic Designer  
Brooklyn, NY

## CONTACT

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## SKILLS

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

## EDUCATION

Virginia Commonwealth University  
BFA in Graphic Design  
Cum Laude

## EXPERIENCE

**Professional Women's Hockey League** 05/2024 – 12/2024  
**Senior Designer (Contract)**

- Created multi-channel design systems across social media, CRM, print, and out-of-home assets for the 2024 PWHL Playoffs, Finals, and 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 for their second season.
- 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

**Robin** 10/2021 – 05/2024  
**Art Director**

- Directed end-to-end branding for sports campaigns, 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, OOH, CRM, 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.

**OnePlus** 02/2019 – 06/2021  
**Senior Designer**

- Established and scaled North America's first regional design team.
- Designed creative for multi-channel campaigns across e-commerce, social media, OOH, CRM, and retail that saw OnePlus captapult to the #3 best-selling phone brand, after Apple and Samsung.
- Created design systems for 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.

**betaworks & betaworks studios** 07/2014 – 09/2018  
**Lead Designer - betaworks**

- Led art direction, branding, and animation initiatives for startups within the betaworks ecosystem.
- Created designs, animations, and across multiple betaworks portfolio companies, including Dots, GIPHY, and Poncho.
- Collaborated with major brands including Showtime, Chobani, Target, and Google.

**Founding Designer - betaworks studios**

- Built and implemented the foundational design systems for the launch of betaworks studios, influencing all visuals and physical spaces.
- Created marketing collateral, including websites, animations, decks, and wayfinding systems for betaworks studios.