

DOMINIC BUTCHELLO

CONTACT

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EDUCATION

Virginia Commonwealth University
BFA in Graphic Design
Cum Laude

SKILLS

Adobe Creative Cloud
Animation
Art Direction
Branding Systems
Commercial Printing
Editorial Design
Figma
HTML/CSS
Illustration
Logo Design
Letterpress Printing
Motion Graphics
Photography
Sketch
Video Editing

REFERENCES

Available upon request

PROFESSIONAL EXPERIENCE

Robin October 2021 – May 2024

Art Director

As the first Art Director at Robin, I led the design team at the vibrant crossroads of sports, technology, and branding. My responsibilities included overseeing art direction, branding and identity design, motion and experiential designs, project management, and mentoring our growing team of designers. During my time at Robin, I worked on a wide range of projects for diverse clients including multiple MLB teams such as the Los Angeles Dodgers, innovative sports-tech startups like Diamond Kinetics, and a newly established professional women's hockey league, the PWHL.

OnePlus February 2019 – June 2021

Senior Designer

I joined OnePlus as their first designer for the North America region. While at OnePlus, I helped build out the creative team, as well as diving into all design-related needs. My work at OnePlus included social media designs and ideation, e-commerce designs for both the OnePlus website as well as carrier and third-party retailers, in-person and digital event design for several phone launches, photo and video shoots for campaigns, and mentoring our junior designers. I also worked closely with third-party partners and brands, such as Google, Facebook, Fortnite, PUBG, Verizon, and T-Mobile.

betaworks & betaworks studios July 2014 – September 2018

Lead Designer - betaworks

I lead the betaworks design team in all aspects. Work included art direction, website design, wireframing, illustrations, animation, branding, wayfinding, and others. I also floated between various betaworks investments such as Dots, GIPHY, and Poncho, supporting them with any design needs. I closely collaborated with brands including Showtime, Chobani, Target, GE, Google, Facebook, and Twitter.

Founding Designer - betaworks studios

I became a part of the founding team of betaworks studios, a club for builders that launched in April of 2018. While at betaworks studios, I developed the initial design system, influencing all design, photography, and graphics. Responsibilities included art direction, signage, marketing materials, website and product design, print collateral, photography, illustration, and animation.

Tumblr May 2011 – March 2014

Communication Designer and Theme Garden Manager

At Tumblr, I focused on all non-UX design, ranging from merchandise, to fliers and branding for Tumblr-sponsored events. This also included illustrations and icons for the website and mobile apps, as well as GIFs and other motion graphics. I developed experience with working with large brands, including HBO, Vice, Universal Pictures, and Pitchfork, among others. I was also responsible for all print materials, working closely with printers to ensure a quality end-product.

Freelance Design and Art Direction March 2014 – Present

In my freelancing tenure, I've crafted distinctive branding, illustrations, infographics, and motion graphics tailored to the unique needs of eminent clients. My portfolio boasts collaborations with industry leaders like Gimlet Media and Airbnb, innovative platforms like Tacklebox Accelerator, sports teams and leagues such as the Professional Women's Hockey League, and a myriad of political campaigns across the US.