

Len Rallo | Art Director & Designer

I am an integrated art director & designer from Boston, MA. I want to create great work with great people. I believe design and advertising should make people stop, think, and feel. The idea is what makes that happen.

SKILLS

Concept/ideation
Art Direction
Integrated Campaigns
TV Broadcast
Print/Digital/Social Design
Environmental Design
Adobe Creative Suite
Sketch & Figma
Rhino 3D (Basic)
Photo Retouching

EDUCATION

BFA - Graphic Design
Plymouth State University 2017
Creative Concepts, Ad Club Boston

CONTACT

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www.lmrallo.com

■ ALT OPTION DESIGN

Lead Creative (Current)

- Environmental design; wall graphics, wayfinding, signage
- Manage freelancers
- Project management
- Work with production/print teams for QC of all prints/signage systems

■ FIDELITY (CONTRACT)

Art Director (8.23-3.24)

- Concept & execute social campaigns
- Art direction & design for digital
- Assistance with Fidelity rebrand
- Present work internally & to Fidelity clients

■ THE FANTASTICAL

Sr. Art Director (4.22-8.23)

- Concept & execute integrated campaigns
- Digital/social campaigns
- Present work both internally & externally
- New business pitches
- Mentor junior creatives & interns
- Studio oversight
- Art direct photo/video shoots

■ BOSTON DIGITAL

Art Director (9.21 - 4.22)

- Work alongside UX/UI & dev teams
- Present work both internally & externally
- Develop look/feel for various site builds
- Build/maintain component libraries