

# DOMINIC BUTCHELLO

Art Director | Graphic Designer  
Brooklyn, NY

## CONTACT

**tel** 757.254.3533  
**web** dominicbutchello.com  
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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

### 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 – 12/2024

- Designed social media, 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.
- 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, OOH, 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 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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## EXPERIENCE CONTINUED

### 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 ecosystem.
- Functioned as a founding designer for 15+ different startups within the betaworks ecosystem, 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 Poncho.
- Collaborated on designs, events, and sponsorships, with major brands including Showtime, Chobani, Target, GE, and Google.

### 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.
- Collaborated with prominent brands like HBO, Vice, and Universal Pictures to create custom event branding and promotional content for use on Tumblr and OOH.
- Created digital assets, including GIFs, illustrations, and icons, for use across web and mobile platforms, driving user engagement.
- Developed print collateral and ensured quality execution by managing vendor relationships and production processes.