



**martin pieracci**  
**art director**  
**and wearer of**  
**many hats**

**Call me a creative, long-time art guy, kern master and wearer of many hats.**

My 25 years as a visual communicator has earned me a curated portfolio of print, web and identity work—not to mention a no-nonsense approach to advertising and design that doesn't require hand-holding or a pat on the back.

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18 ▶ present

**FREELANCE ART DIRECTOR / SEATTLE & MILAN**

I've been back in Seattle for two years but I began freelancing full time when I moved to Italy where I consulted with local business and worked remotely for US clients, primarily in the auto aftermarket category. I've continued with that work as well as subcontracting for marketing/ad agencies.

13 ▶ 18

**PURDIE ROGERS | SENIOR ART DIRECTOR / SEATTLE**

This was where I put my hat-wearing skills to the test. As lead designer, I was involved in all aspects of agency projects from strategy and concepting to creative direction, execution and supervising production staff. Clients included Leer, Chamberlain, California Faucets, Jinko Solar, Caldera Spas and Parex.

10 ▶ 12

**CONFLARE | CREATIVE DIRECTOR & PARTNER / SEATTLE**

You'll never find me wearing a tie, although my experience as Managing Partner might make you assume otherwise. Responsibilities included business development, finance, personnel and client service, in addition to non-tie-wearing type ones as Creative Director, managing the entire creative process, both in-house and with outside contractors and vendors

08 ▶ 10

**OUTSOURCE MARKETING | CREATIVE DIRECTOR / SEATTLE**

Whether I'm front and center with clients or behind the scenes with my staff, I get the job done. Even if that job means staying up all night, sucking down coffee for a pitch. As CD, I was the eyes and ears of the agency, overseeing identity design, web and print ads, trade show displays and signage, working directly with clients and my team at every stage of the project.

05 ▶ 08

**ALL-WALL | ART DIRECTOR / SEATTLE**

Hey, catalogs, magazine ads and direct mail deserve a concept too. During my time working for the nation's leading drywall tools distributor, I redesigned the company's corporate identity and marketing materials, implementing their database-driven publishing software.

03 ▶ 05

**LORELLI ASSOCIATES | ART DIRECTOR / NEW YORK**

I was the king of newspaper ads, back when newspaper ads were a regular thing. My job here also included developing magazine ads, direct mail and outdoor signage for corporate and residential real estate firms, such as The Corcoran Group, Donald Trump, SL Green and Cushman & Wakefield.

02 ▶ 03

**ATELIER CREATIVES | ART DIRECTOR / SAN FRANCISCO**

What happens when an established architectural firm needs graphic design help? They call me. And then I develop a new graphic design division of their company. In my role as Art Director and new business whiz, I lead the charge on signage, collateral and a new business graphic identity.

00 ▶ 02

**SIMON MARKETING | ART DIRECTOR / LOS ANGELES**

My multiple hat-wearing experiences started here focusing on new business presentations one day and maintaining existing accounts like McDonald's, Old Navy, Toys R Us, AFI and Hallmark.

97 ▶ 99

**SUDLER & HENNESSY ADVERTISING | ART DIRECTOR / NEW YORK**

I got to take my love of Helvetica to the next level, art directing magazine and journal advertisements, direct mail and patient information brochures for my roster of pharmaceutical clients, including Propecia, Rebetrone and Tamiflu.

96 ▶ 97

**MEZZINA BROWN ADVERTISING | ART DIRECTOR / NEW YORK**

Back in the day, cigarette advertising was legal. And it was my job to develop direct mail, environmental signage and new business presentations for the RJ Reynolds/Camel account. Don't judge.

93 ▶ 95

**GAUGER & SILVA ADVERTISING | ART DIRECTOR / SAN FRANCISCO**

I began earning my long-time-art-guy status in San Francisco, working for clients in the health food space designing packaging and advertising, and in real estate creating direct mail, collateral, advertising and environmental signage. I may or may not have also been the copywriter.