



donatella pereira
creative direction and design

donatellapereira.com
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718.812.3843

technical skills

Adobe Photoshop,
Illustrator, Indesign, CSS

education

School of Visual Arts
Bachelor of Fine Arts, 1997
New York, NY

awards

WebMD.com
2007 Webby
People's Voice Winner

Marthastewart.com
2007 Gold Winner
w3 awards

PCMag.com
2005 Gold Winner
ASBPE

PCMag.com
2004 Gold Winner
ASBPE

Scholastic.com
2000 Webby and
People's Voice Winner

employment

macys.com
Design Director, Home & Bridal Current

Provide creative direction and creative team management of homepages, emails, site assets and micro sites while maintaining a strong brand image across multiple platforms including ipad and mobile

Responsible for presentation of creative concepts to marketing and merchandising departments

Support the UX and development teams with wireframes, user flows and functionality specs

Manage and mentor the creative department for home, bridal and corporate sitewide events

Projects include, martha stewart, the macys gift guide, kitchen aid, cuisinart brand shop and mikasa

Creative Direction and Design
08 - 10

Worked with top-flight agencies on information architecture, design direction and execution of portal and micro sites, 360 advertising campaigns and print collateral

Clients include Sephora, News Corp, JP Morgan Chase, American Express, Marriott, Oscar Mayer, Verizon for mcgarry bowen, Ogilvy + Mather, and Digitas

Hudson/Union
Interactive Art Director 07.07 - 11.08

Oversaw information architecture, designers, production standards, and development of projects

Clients include, A Diamond is Forever, Food & Wine, Travel + Leisure, Conde Nast, Hearst Publishing and American Express Publishing

The Wonder Factory
Designer 09.05 - 09.06

Designed marthastewart.com, nationalgeographic.com and WebMD.com

Ziff Davis Media
Senior Interactive Designer 08.02 - 10.05

Designed sites for PCMAG, eWEEK, eSeminars, Security IT HUB, Sync Magazine and CIO Central

Worked with editors and developers on information architecture and branding
Oversaw production standards of art and translated print book to web

T3 Media, Inc.
Senior Interactive Designer 08.99 - 04.01

Art Direction on Handshake Dynamics, YM and Sanchez Bank

Senior Interactive Designer on Worth Magazine, American Express, Scholastic, Lehman Brothers and Vestianet

Art Department Photography manager

TV Guide Online/FOX Sports Online, NewsCorp
Designer 97 - 99

Designed and updated homepage, feature packages, photo galleries, interactive games and reader polls

Rawkus Entertainment
Designer 96 - 97