

# DONATELLA PEREIRA

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Experienced creative leader with a demonstrated history working in the design, retail and advertising industry.

Skilled in Creative Direction, Design & UX.

## SKILLS

Adobe Creative Cloud  
Wireframing  
Balsamiq  
HTML/CSS

## AWARDS

Webby People's Voice Winner  
w3 Gold Winner  
ASBPE Gold Winner

## EDUCATION

BFA, School of Visual Arts, 1997

## ASSOCIATE DIRECTOR OF CREATIVE / AMAZON

2016 - Present

Acting Creative Director responsible for creative strategy, execution and customer experience across six retail sites focusing on apparel, accessories, beauty, home and consumables

Created new destinations for apparel and shoes showing an increase in engagement and conversion through design innovation, shop-ability and elevated photography

Manage the creative team of twelve designers and project managers, budgets and photoshoots

## EXPERIENCE DESIGN CONSULTANT / SELF-EMPLOYED

2015 -2016

Specializing in visual and experience design, branding and creative strategy for social, publishing and e-commerce across desktop and mobile

## EXPERIENCE DESIGN CONSULTANT / BARNES & NOBLE

2015

Conceptualized the UX and design for a variety of projects generating sales and user growth through editorial features and events such as Get Pop Cultured and Mini Maker Faire

Redesigned the iOS app through UX ideation and design focusing on navigation, search, and product pages

Designed brand shops, responsive templates, emails, and A/B testing concepts

## DESIGN DIRECTOR / MACY'S

2010 - 2013

Led the highly successful creative team for Macy's digital marketing campaigns, driving Omni-Channel sales for Home and Registry (representing 40% of total business) while maintaining a strong brand image

Creative lead on the Macy's gifting strategy team; with focus on gift guides, emails, and social campaigns across desktop, mobile and tablet platforms

Partnered with marketing and merchandising teams across the organization on brand vision and creative strategy

Managed and mentored a team of eight direct reports

## FREELANCE ART DIRECTOR / DIGITAS, ORGANIC, OGILVY MATHER

2009 - 2010

Worked with top-flight agencies to create digital experiences focused on advertising, large scale site design, marketing strategy and branding

*Sephora, Bank of America, American Express*

## FREELANCE ART DIRECTOR / MCGARRY BOWEN

2009

Created the UX and design of News Corp and Kraft Ranch Dressing sites

Designed a large screen touch display for the Chevron World Challenge

*News Corp, JPMorgan Chase, Verizon Droid, Chevron, Oscar Mayer Kraft, Century21, Marriott, Martha Stewart*

## CREATIVE DIRECTOR / HUDSON UNION

2007 - 2008

Presented and won new business, led the UX and design teams specializing in publishing and e-commerce

Created the overall experience, from discovery and UX to hi-fidelity prototypes for LifeBooker, a spa booking site seeing a growth of 60,000 registered users and a 700% revenue increase within ten months of launch

*De Beers, 30 Days of Fashion, Food & Wine, Travel + Leisure, Lifebooker, Conde Nast, Hearst Publishing, American Express Publishing*

## SENIOR DESIGNER / THE WONDER FACTORY

2005 - 2006

*Martha Stewart, WebMD, National Geographic, Vongo*

## SENIOR DESIGNER / ZIFF DAVIS MEDIA

2002 - 2005

## SENIOR DESIGNER / T3 MEDIA

1999 - 2001

*Worth, YM, Scholastic*

## DESIGNER / TV GUIDE & FOX SPORTS ONLINE

1997 - 1999