

Fallon Kesicier



Designer & Art Director
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I am a Multidisciplinary Designer and Art Director working in New York City with over five years of professional design experience. I studied Communications Design at Syracuse University, and enjoy working on branding, communications, and experiential design. I am passionate about understanding brands using a systematic design approach. Visualizing experiences that emotionally connect brands with their audience is my goal.

Education

Syracuse University
BFA Communications
Design

Experience

Drury Design
Art Director
December 2019
– Present

Led interdepartmental teams to design a range of brand experiences, marketing communications, and digital tools to achieve client goals. Generated new client base including Nike, Apple, Samsung, SAP, AT&T, Acoustic, NetApp and IBM by working on creative teams to deliver compelling pitches, improving design aesthetic across brand communications, and working with vendors on production.

Art Directed the first ever, female driven Air Max Month social campaign, and multi-city Air Max Day brand activation. Lead design for social influencer campaign, comic illustrations, traveling retail activations, digital media, and assisted on photoshoot with WNBA player.

Improved digital services after COVID-19 by creating the Drury Digital Platform interface design.

Skills

Adobe Creative Suite
SketchUp 3D Program
Microsoft Office Suite
Mac OS and Windows
Photography
Illustration

Associate Art Director
& Graphic Designer
April 2017–
December 2019

Led design teams to create a cohesive brand look across IBM events including IBM Call for Code, IBM InterConnect, World of Watson, and IBM Think. Designed a cohesive look for IBM Call for Code Event at the United Nations which included an Immersive Gallery, a virtual reality activation, environmental signage, and digital screen graphics. Contributed to the IBM Think Gallery that was awarded a BizBash Event Style Award in 2018.

Designed a public art installation to celebrate the Anniversary of Pride at Four Freedoms Park that generated attendance at the park, press, and a popular social campaign.

Contributed to unifying the event branding for Acoustic by creating an event tool kit.

Rebranded Drury after moving to a new office with marketing materials and environmental design.

Activities

University Union
Graphic Designer,
Syracuse University

School of Design
Peer Advisor,
Syracuse University

Alpha Gamma Delta
Syracuse University

Graphic Designer
August 2015–2017

Delivered graphic design solutions for a range of media including digital, print, social, and physical for clients.

Led event design for the IBM InterConnect event, and created an overall event style guide.

Improved the branding of IBM Global Financing by creating an icon to identify themselves within the overall IBM brand, and a style guide for consistent look across communications.

Contributed to new business development by participating in ideation sessions, and visualizing concepts with mood boards.

Designed storyboards to visualize concepts for Creative Directors, and worked with Animators with on motion graphics.

Glanceable
Summer 2020

Improved the brand identity for an artificial intelligence start up by developing the key brand assets, application interface, and marketing materials.

Dru Cutler Album
Fall 2018

Produced the look and feel for the album *Bring Closer the Distance* by creating the branding, leading a photo shoot to art direct the photography, and designing the full vinyl album packaging.

Recognition

Braha, David. "Louis Kahn's Four Freedoms State Park coloured with rainbow flag for Pride Month 2019." *Dezeen*, 19 June 2019.

Sotheby's NY
Freelance Designer
Summer 2015

Contributed to the art auction communications by designing advertisements, catalogs, and brand identities for new exhibitions. Gained experience working with retouchers to produce high quality photography for fine art publications, and organizing work on a global media server.

Sahli, Essia. "Celebrating Pride Month with 5 Rainbow Inspired Design Projects." *Elle Decor*, 28 June 2019.

E&CS Deans Office
Graphic Designer
2014–2015

Generated awareness about the Engineering Department by rebranding the program, working with a photographer to art direct imagery for a communications campaign, producing print and digital marketing materials, and organizing design department assets.

Sudler NY
Art Intern
Summer 2014

Improved the Institute for Art and Healing brand by working on the intern team to produce brand guidelines, a communication plan, a website, and a creative pitch to the agency. Accelerated design on the Prevenar account by assisting the Art Director, participating in client meetings, and contributing to ideation sessions.

Concentric NY
Art Intern
Summer 2013

Gained experience in advertising by designing print and digital advertisements on the Enbrel team, attending classes, and collaborating with the intern team to deliver a creative pitch to the agency.