



KEVIN LONGO

design / photo / branding

EXPERIENCE

Food Network Magazine

Creative Director

01.2012–PRESENT / NEW YORK & BOSTON

- + Built brand new Creative Services department from the ground up, managing two full-time Art Directors and various freelance creatives—designers, photographers, copywriters, food/prop stylists and interns
- + Oversee and create hundreds of in-book ads/advertorials, event materials, videos, presentations, email blasts and other collateral for the entire Food Network Magazine brand. Broke new luxury business by developing a custom high-impact unit for Lexus
- + Direct many high-level, multi-platform photo shoots
- + Developed streamlined presentation deployment system for the staff with Adobe Digital Publishing Suite, where employees can access the entire library of interactive iPad presentations, which dynamically update

The Underground

Art Director/Principal

09.2009–12.2012 / BOSTON, MA

- + Launched successful freelance design business servicing the Boston and New York markets, providing clients with fresh design, web, and photography solutions
- + Clients included *Food Network Magazine*, Paul Taylor Dance, Mary Giuliani Catering & Events, RDA Food & Entertaining and Madstone Design

RDA Food & Entertaining

Associate Art Director

07.2008–09.2009 / NEW YORK, NY

- + Provided art direction for three of the premier food brands on the market: *Every Day with Rachael Ray*, *Taste of Home*, and *Allrecipes.com*
- + Conceptualized and developed high-impact in-book advertorials and promotional materials for Food & Entertaining group as well as for a diverse and challenging clientele
- + Developed interactive, Flash-based microsites that provided advertisers with a unique outlet to integrate their products with the power of the *Every Day with Rachael Ray* brand online

Entertainment Weekly

Senior Designer

02.2007–07.2008 / NEW YORK, NY

Designer

07.2004–02.2007 / NEW YORK, NY

- + Developed in-book/online advertising units that reflected the unique spirit of the brand, in addition to invitations, signage and a variety of promotional materials for EW-hosted events at the Emmy Awards, Sundance Film Festival, and the Oscars®
- + Designed materials for the EW.com relaunch, including a new logo, collateral material and promotional ads
- + Helped manage the daily workflow of two designers

EDUCATION

2011–2012

Academy of Art University, San Francisco, CA
Worked towards MFA in Web Design
& New Media

MAY 2004

Northeastern University, Boston, MA
Bachelor of Science Degree in Art—Concentration
in Graphic Design, Minor in Photography

SEPTEMBER–DECEMBER 2003

Studio Art Centers International,
Florence, Italy

TOOLS

PROFICIENT IN
Adobe Creative Suite
Quark XPress
Adobe DPS for iPad
HTML/CSS
Mac OS X
Windows
Adobe Lightroom
Apple Aperture
Capture One Pro
Final Cut Pro X
Apple iWork
Microsoft Office

WORKING
KNOWLEDGE
Adobe AfterEffects
Adobe Premiere
Apple Logic Pro
ActionScript 2 and 3

PASSIONS

Skiing
Photography
Running & Yoga
Music & Songwriting
Film & TV
Family