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A little about me:

Hands-on creative leader with 20+ years in design, illustration, and creative management for brands including AXE, Degree, Barilla, Tyson, Bacardi, and Jägermeister. Skilled in strategic planning, art direction, 3D, advertising, and content strategy, delivering clear, measurable creative solutions and leading teams in fast-paced environments. Passionate about visual storytelling and pragmatic execution.

**When you love what you do,
it's not a job...**



Education:

Paier College of Art
January 1990 – December 1993
Bachelor of Fine Arts (BFA)



Skills:

- Adobe
Illustrator, Photoshop,
InDesign, After Effects
- 3D Boxshot/Origami/Nomad
- Microsoft
- Photo retouching
- Ideating/concepts
- Illustration/cartooning
- Fabrication
- The Intangibles



PATT TUFARO

Creative Leader | Strategic Visual Storyteller

Freelance Creative - 2023-current

- Design work ranging from 3D, logos, e-mail campaigns, sell sheets, animations, apparel design, and just about anything else
- From conceptual sketches to final executions

Sr. Creative Director - EDGE/Advantage Marketing - 2005-2023

- Led high-impact creative campaigns from concept to delivery, on time and on budget
- Mentored and developed junior designers
- Strengthened client relationships through clear communication and creative solutions
- Created visual narratives that drove audience engagement
- Managed cross-functional teams and aligned work to strategic goals
- Oversaw project time lines and consistently met or exceeded deadlines

Design Director - Streamline Publishing - 2004-2005

- Designing/managing all layouts, manipulating/color correcting images, and preparing files for the printing of two very distinct magazines
- Collaborating closely with editors, free-lancers, photographers, and printers
- Thrived under the pressure of meeting tight deadlines with a flair for creativity

Creative Director - Inergi Fitness - 2000-2004

- Collaborating with a talented team of graphic and web designers, directing all facets of the project - from layout and photography to talent management and printing
- Maintaining the brand's digital presence, overseeing website updates, online promotions, and package design
- Served on the company's board, providing strategic input on marketing initiatives and overall business direction

Some Career Highlights:

- Spearheaded launch of Sharpie's neon markers with a social media campaign, print ads, in-store demos, and a fan contest with One Direction hosted by Ariana Grande, culminating at an EDM festival in Las Vegas
- Led national campaign for Barilla's new tomato sauce line, integrating authentic Italian recipes and a Feeding America partnership — drove 42% increase in pasta sales at select locations and 10,000+ lbs of food donated
- Served as creative lead for annual corporate events over three years, managing full hotel takeovers in Vegas and Mohegan Sun for 200+ employees, including themed campaigns, branded merch, and a custom agency app