

claudio de laurentiis

CREATIVE DIRECTOR



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EDUCATION

Academy of Art University

Bachelor of Fine Arts - BFA,
Art Direction · (2006 - 2010)

UCLA Extension

Art Direction Bootcamp · (2018)

School of Motion

After Effects Kickstart · (2018)

SKILLS

- Photoshop
- InDesign
- Illustrator
- After Effects
- Art Direction
- Retouching
- Branding
- Web Design
- Typography
- Keynote
- Powerpoint

LANGUAGES

English (Native or Bilingual)

Spanish (Full Professional)

Italian (Limited Working)

AWARDS

- 2018 Webby Award Winner (Funny or Die)
- Emma Award - 1st Place Print Marketing (NBCUniversal)
- Emma Award - 1st Place Digital Marketing (NBCUniversal)
- The Faxies - Best Marketing for Cable & Broadband (NBCUniversal)

EXPERIENCE

Hallmark Media - Studio City, CA

Creative Director - Streaming | May 2023 - Present

Creative Direction and management for Hallmark Movies Now
Including Social, on-platform creative and promos.

Sony Pictures Entertainment - Culver City, CA

Art Director | Jan 2021 - May 2023

Art Direction & Design for various Sony Pictures properties including Jeopardy! & Wheel Of Fortune.

Pluto TV - Los Angeles, CA

Art Director | Oct 2019 - Jan 2021

Art Direction & Design for Pluto TV Marketing efforts including User Acquisition, Social, Print and Out Of Home.

Something Massive - Los Angeles, CA

Creative Director | Feb 2018 - Oct 2019

Design + Art Direction for clients including Coffee Bean & Tea Leaf, Oikos Yogurt, Harmless Harvest, Regal Cinemas and Kind Snacks.

Funny Or Die - Los Angeles, CA

Art Director | Jan 2017 - Jan 2018

Design and art direction for branded department for clients including Panera Bread, Kind Bar, Cheez-It, Chiquita & Totino's pizza. Social art direction for American vandal on Netflix.

NBCUniversal - Los Angeles, CA

Creative Director | Sept 2014 - Jan 2017

Responsible for Brand Development and distribution of +50 international networks across linear and OTT platforms such as Comcast XFINITY, ATT, DIRECTV, Charter, Amazon Prime Video, SlingTV, YouTube TV, and more.

Phelps - Los Angeles, CA

Creative Director | Dec 2011 - Aug 2014

Digital and print production and branding communication for clients including Panasonic, Public Storage, Tahiti Tourisme, Monrovia, City of Hope & American Licorice Company.

One Eighteen Advertising - Los Angeles, CA

Graphic Designer | Jan 2011 - Dec 2011

Print production for various clients including Don Francisco's coffee, Ryland Homes and LA's Promise.