

# Fallon Kesicier

## Designer & Art Director

516 984 0456  
fkescier@gmail.com  
fallonkesicier.com

*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. My goal is to visualize experiences that emotionally connect brands with their audience.*

## Education

Syracuse University  
BFA Communications  
Design

## Skills

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

## Activities

University Union  
Graphic Designer,  
Syracuse University

School of Design  
Peer Advisor,  
Syracuse University

Alpha Gamma Delta,  
Syracuse University

## Recognition

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

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

## Experience

**DRURY DESIGN**  
Art Director  
2019 – Present

Currently leading design teams to visualize a range of brand experiences, marketing communications, new business pitches, vendor fabrication, and digital services to achieve client goals. Contributed to generating new client base including Nike, Apple, Expedia, F5, Zillow, SAP, AT&T, NetApp, Emergent and IBM Quantum. Recently created an F5 event brand identity was applied to their flagship event, and scaled across global events. Along with booth design from concept to production for Expedia Group's global recruiting events. Worked on design for Apple events with program elements including environmental signage, booth design, art installations, logo development, and art direction for a global mural series.

Art Directed the first ever, female driven Air Max Month social campaign, and multi-city Air Max Day brand activation that won an EX Gold Award. Lead design for social influencer campaign, comic illustrations, traveling retail activations, digital media, and WNBA player photoshoot.

Designed award winning videos including an Emergent educational video series to raise awareness about NARCAN® Nasal Spray. Along with a Drury Creative Lab brand refresh video that won a Stevie Award for best Thought Leadership Campaign. Created a digital communications design kit for Red Hat. Improved digital services after COVID-19 by designing virtual events for IBM and NetApp.

Associate Art Director  
& Graphic Designer  
2017 – 2019

Led design teams to create a cohesive brand look across IBM events including IBM Code and Response, 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 design that was awarded a BizBash Event Style Award in 2018. Assisted physical space design by working with scenic designers to produce floor plans and scenic renderings.

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 overall event tool kit.

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

Graphic Designer  
August 2015 – 2017

Delivered graphic design solutions for a range of media including digital, print, and social for clients. Contributed to new business development by participating in ideation sessions, and developing moodboard concepts. Designed storyboards to visualize concepts for Creative Directors, and worked with animators to develop brand motion graphics.

Led event design for the Premier IBM Cloud 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.

**GLANCEABLE**  
Creative Director,  
Summer 2020 – Present

Developed the brand for an AI-powered customer experience software that included a style guide, brand asset library, and media kit. Directed the visual identity across the UI / UX digital platform team for a cohesive user experience system.

Improved sales development resources by creating demo videos, capabilities presentations, and event booth design featuring signage and merchandise. Raised brand awareness with marketing materials including the website, social media, email campaigns, motion graphics and print collateral.

**DRU CUTLER**  
Designer, Fall 2018

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

**SOTHEBY'S NY**  
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.

**E&CS DEANS OFFICE**  
Designer, 2014 – 2015

Generated awareness about the Engineering Department by rebranding the program, art directing campaign photography, and producing marketing materials for the design department.

**SUDLER NY**  
Art Intern, Summer 2014

Improved the Institute for Art and Healing brand by designing 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 in ideation sessions.

**CONCENTRIC NY**  
Art Intern, Summer 2013

Designed print and digital advertisements on the Enbrel team, attended advertising classes, and collaborated with the intern team to deliver a creative pitch to the agency.

