

KARA SILVESTRI



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www.karasilvestri.com

CREATIVE DIRECTOR • DESIGNER • FILMMAKER • MOTION DESIGN • UX/UI

SKILLS

Illustrator, Photoshop, InDesign, After Effects, Premiere, Figma, Powerpoint, Microsoft Office, Squarespace, Webflow.

AWARDS

Silas H. Rhodes Scholarship, SVA 2016-2020
One Show Award, "Album Resurrection" 2020
One Show Award, "Vote Draft" 2020
One Show Award, "Scariest Whopper" 2019
Afterdark Film Festival, Short Film won Best Actress 2019

SVA NYC

BFA Advertising & Design 2016-2020
School of Visual Arts, NYC

MASTERS DIRECTING

Bob Giraldi Directing Mentorship 2018-2019
School of Visual Arts, NYC

Pre-College Art Program 2015
Montserrat College of Art, Beverly, MA

Senior Art Director at VML 2025-2026

- Lead Art Direction across print, digital and video tactics on pharma brands under Johnson&Johnson and Lilly Health. Indications: Oncology, Treatment-Resistant Depression, heart disease, etc.

Senior Art Director at TBWA\ChiatDay HC 2024-2024 Art Director at TBWA\Chiat Day 2023-2024

- Exposed to a multitude of top pharmaceutical brands across US and global and creative executions (Moderna, etc.).
- Developing creative concepts, leading coordination between account executives and animation studios, and manage/prepare art files for different formats including print, digital, and video.
- Helped contribute to projects awarded at the New York Festival Awards, the Clios, One Show, Cannes Lions, and Manny Awards.

Art Director at Area 23 at IPG Health 2022-2023

- Concept and produce different activations across pharma brands spanning across both US and global commercial advertising.
- Collaborate closely with teams to create concepts and designs that convey messages—targeting different audiences (DTC, HCP, sales reps, and clients).
- **Official design portfolio reviewer for Pratt November 2022.**

Junior Art Director at Havas 2021-2022

- Concept and support producers in different activations across the Dupixent brand including HCP/DTC.
- Work with teams to produce tactics such as static and video banners, leave behinds, dosing cards, informational graphics, emails and commercial video work (print, digital, and video).

Founding Creative Director at Arch Ventures 2020-2021

- Created branding for a startup tech/manufacturing company and 25 original inventions—including logos, sales collateral, websites, and directed/animated films for social media channels.
- Communicator/coordinator between vendor and client relations.

Key PA, Freelance Designer at MQ Films 2019-2021

- Designed the branding and graphics for MQ films.
- Location scout, talent paperwork, collaborate on creative choices, storyboards, shotlists and create callsheets.
- Additional responsibilities based on set: 1st AD, 2nd AC, DIT, set dresser, production design, manage talent, prop master, animate title sequences, color grade films and music videos.

Director's Assistant at Skunk US 2020

- Director Mike Maguire's TV commercial (Sour Patch Kids).
- Shadowed the Director on set.

Office/Set PA & Design Intern at Skunk US 2019

- Jardiance TV commercial (Director: Renny Maslow).
- Assisted in putting together the pre-production deck, graphics to visualize onscreen supers, created production booklets for cast/crew/clients on set, location scouted, talent coordinator, made branded gift bags for clients.
- Helped wardrobe set up for fitting, managed talent, directly assisted the director and producer.

Creative Intern at Coffee Labs 2017-2020

- Worked closely with the Chief Creative Officer.
- Creative treatments and comps for experiential activations—including web design, animated graphics for video/AR and experiential events. Brands: Mike's Hard Lemonade, Bud Light, Synchrony, Starbucks, IHG hotels and Alibaba.

Masterclass: Film Directing 2018-2019

- **Mentorship with film director, Bob Giraldi.**
- Directed a 12-minute film, "Lipstick Ladies" from initial idea to final execution.
- Worked with teams of film industry professionals.
- Learn hands-on everything from pre-to-post production.
- Built networking and leadership skills.
- Recognized at international film festivals:
Best Actress: Cady Huffman/Afterdark Film Festival, CA
Screened at the International Women's Film Festival, FL

UX/UI Masterclass: Google Creative Lab 2019

- Brainstormed and created app concepts from scratch.
- High-end user experience research around business concepts we developed by competitive mapping, UX problem solving, user persona studies and user testing.
- Created user flows, case studies, and prototypes.

Advertising Masterclass: Nickelodeon 2017

- Brainstormed and created concepts for commercial use.
- Closely studied past Nickelodeon campaigns to dissect why they were successful or not.
- Learned how to create Directors Treatments and storyboards to flush out concepts in detail.

Consumer Solutions Design Intern at Sharecare Inc. 2016-2018

- Consumer Solutions Designer supporting the integrated marketing and advertising sales teams.
- Projects included sales collateral, presentations, event designs, advertising mockups for the website and branded promotions.