



BRIAN TUMINARO

ACD/AD/DESIGNER

SUMMARY

Senior creative leader and designer with deep agency experience across brand, digital, and integrated campaigns. Proven ability to concept, design, and direct work from strategy through execution for global and B2B/B2C brands. Known for strong visual systems thinking, collaborative leadership, and staying current with evolving design, UI/UX, and digital trends.

PROFESSIONAL EXPERIENCE

Freelance - ACD/Art Director/Designer

2016 - present

- Lead concept development, design direction, and execution across brand, digital, and marketing initiatives
- Partner directly with clients and internal teams to translate business goals into compelling creative solutions
- Provide senior-level creative leadership while remaining hands-on in design, UX/UI, and visual systems
- Support brands across multiple industries with flexible, high-impact creative tailored to each engagement
- Manage projects independently from brief through delivery, ensuring quality, consistency, and strategic alignment
- Mentor junior designers and collaborate with writers, developers, and strategists

VSA Partners - Associate Creative Director

2014 - 2016

- Supported Creative Directors and Executive Creative Directors in the development of integrated brand and design solutions
- Led design and concepting for brand collateral, packaging, and digital communications
- Contributed to large-scale brand initiatives for Mack Trucks, Under Armour, and Cargill
- Helped shape visual systems and creative direction across multiple touchpoints
- Balanced strategic thinking with hands-on design execution in a fast-paced agency environment

Fathom Communications - Senior Art Director

2012 - 2014

- Led concept development and visual direction for multi-channel campaigns across print, digital, and integrated platforms
- Owned creative execution for key accounts including LG Mobile, IC Bus, International Trucks, Insight Broadband, and Midori
- Served as a senior creative partner to strategy, account, and production teams to deliver cohesive brand and campaign work
- Elevated creative quality while mentoring junior designers and upholding agency standards across deliverables

Fathom Communications - Art Director

2010 - 2012

- Developed concepts and executed design across print, digital, and integrated campaign work
- Collaborated closely with copywriters, strategists, and production teams to bring ideas from brief to launch
- Supported senior leadership on key accounts while building strong presentation and client-facing skills
- Contributed to the evolution of brand systems and campaign toolkits across multiple industries

CONNECT

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