

Robbie Vicencio

New York, NY • (347) 602-2589 • robbievicencio@gmail.com • robbievicencio.com

Personal Summary

I'm a visual artist and marketer with 10+ years of experience leading the development and execution of creative content, including graphic design, photography, video, and UX/UI. I managed and guided creative teams from briefing to delivery, ensuring high aesthetic standards as well as consistent brand identity across DTC, retail, print, digital, and social. Outside of my corporate remit I have produced, directed, and edited numerous video projects. My love for academia and production has brought me to teach my own-designed class at NYFA.

Work Experience

Freelance Creative Director

April 2023-Present | New York, NY

Palma Isabela (Puerto Rico real estate development)

- Developed comprehensive brand identity, including the design of a brand style guide, the website, advertisements, presentations, and brochures

Alchemiq (New York catering company)

- Spearheaded a brand identity update, redesigned the website, and crafted impactful decks, business cards, and brochures
- Create and manage social media content and email marketing

FLY (2023 Independent Film by Rafael Albarran and Trent Kendrick)

- Led the creation and management of social media content, email marketing, website, and developed promotional materials such as posters, brochures, and Press Kits

ADSI (Austrian Drug Institute)

- Photography and videography, graphic design

Freelance Instructor - New York Film Academy

2016-Present | New York, NY

- Plan, evaluate, and revise course content, materials, and methods of instruction in the Producing Program

Creative Director - Beyond Better Foods

2016- March 2023 | New York, NY

- Generated creative strategy for marketing that produced growth in sales from \$10M (2015) to \$90M+ (2021)
- Developed product identity and visual aesthetic for 3 brands and 10+ product lines, including Enlightened (top-selling novelty ice cream) and Bada Bean Bada Boom (broad bean snacks) distributed in USA and Canada
- Managed in-house creative team (6 direct reports), contractors, and partnerships with marketing agencies
- Supervised packaging design: briefing, 3D modeling, rendering, submission, and proofing
- Produced and directed numerous commercials and social media videos

Freelance Design Director - Stratus Data Systems

2018-2020 | Remote

- Graphic design and brand identity management for Stratus products including real estate website/apps like Gobii and Igluu, to modernize the look and feel and display all features
- Built presentations, wireframes, mock-ups, and user friendly prototypes
- Collaborated with developers to generate UX/UI design for web and mobile apps

Art Director - Bonsalpo

June 2013 - Sept 2014 | Innsbruck, Austria

- Designed product identity and packaging for Bonsalpo products
- Generated photography, video, and marketing materials

Freelance Production Manager

2012-2014 - New York, NY

Caviar + A White Label + Public Record & Picture Farm

Education

Filmmaking Conservatory New York Film Academy

2011-2012 New York, NY

- Directed 3 short films (listed on IMDB)
- Produced 7 short films
- Selected for 4 International Film Festivals, including the 2012 Short Film Corner of Cannes

Bachelor of Science in Communications

- Media Production Major (GPA: 3.8)
Universidad de las Americas Puebla
2005-2010 Puebla, Mexico

Skills

- Spanish
- German (limited professional proficiency)
- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Premiere, XD)
- Google Suite
- Microsoft Word, Excel, Power Point
- Wrike, Trello, AirTable
- Figma

Personal interests

- Music
- Film
- Theater
- Photography
- Dancing
- Queer fiction novels
- International cuisine
- Fitness
- Travel

Dual citizenship: USA and Mexico