

Andrew Ghiringhelli

SENIOR ART DIRECTOR

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Education

California State University, East Bay
Bachelor of Arts in Art - Multimedia option

Hi! I'm Andrew. I'm a father, fine artist, and creative with 19 years of design and marketing experience. I am passionate about marketing communications through unique visual storytelling and balanced design. As a creative partner, I adapt to client needs and can handle complex information in order to reach target audiences and engage users. I'm looking to align myself with a team driven to reach their full potential, creatively and professionally.

EXPERIENCE

Monks

Remote
Feb 2021 - April 2025

Senior Art Director

Clients: PayPal, GM (Chevrolet)

Create and manage component libraries to help streamline the production of broadcast and digital assets for the Chevrolet retail team. Conceptualize and execute the design of digital assets while serving as an embedded partner for the PayPal Channel Partner Marketing team. Collaborate closely with the Director of Global Partner Marketing and other PayPal marketers on creative strategy and design execution for merchant marketing campaigns. Design templates for email campaigns, social posts, banners, landing pages, and interactive prototypes and presentation decks in Figma. Help manage the collection of marketing campaign assets for the PayPal Partner Marketing Portal. Well-respected teammate with fellow designers, CDs and ACDs, and copywriters. Manage multiple projects simultaneously, consistently on tight timelines, while delivering the highest standard of work.

Zoetis, Inc.

(Acquired Abaxis Inc. in May 2018)
Union City, CA.
June 2012 - Nov 2020

Senior Creative Designer

Develop collateral and digital media that reinforce employee alignment and engagement, internal client satisfaction, investor comfort with company direction and corporate operational goals. Maintain consistent brand identity, while ensuring all artwork is brand compliant. Provide sophisticated and impactful creative solutions with attention to detail and timely delivery. Generate customized materials in a variety of mediums, while identifying the most efficient methods. Manage organization and archiving of all artwork files. Manage junior designers and contractors, providing guidance on creative practices and brand standards. Produce and manage complex presentations for senior management. Manage design project process from concept and production to print (banners, posters, newsletters, and more).

Freelance

March 2005 - Present

Freelance Designer

Notable clients: Logitech, Vans, San Francisco Chronicle, VCA Animal Hospitals, Cukui Clothing

Partner with client to establish initial design concept and direction. Execution and timely delivery of several drafts for client review. Completion of final design deliverables to client satisfaction. Develop the look and layout of creative projects through graphics, layout, typography and color. Provide creative solutions in multiple mediums including UI design, print, digital, and video production.

SKILLS

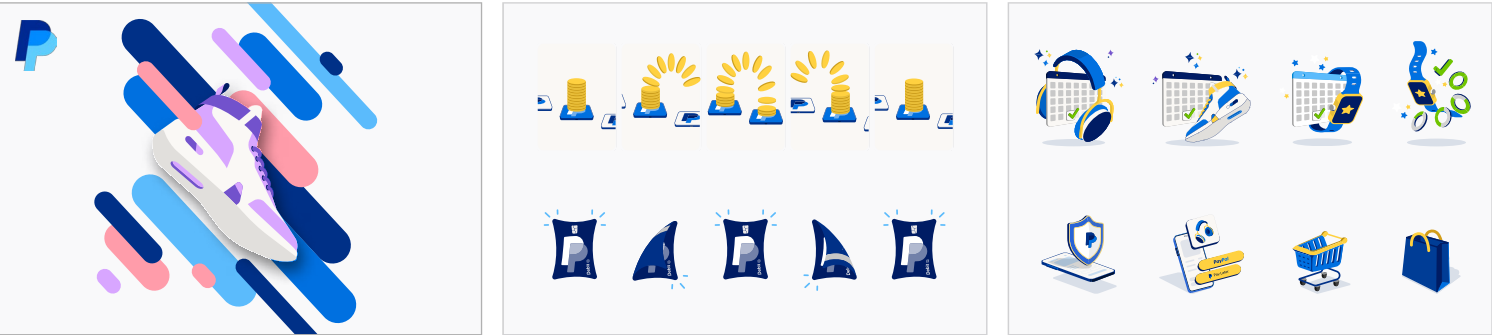
Figma
Adobe Creative Suite
Midjourney
Premiere Pro
Final Cut Pro

Sketch
Google Slides
PowerPoint
Keynote
Word

AWARDS & ACTIVITIES

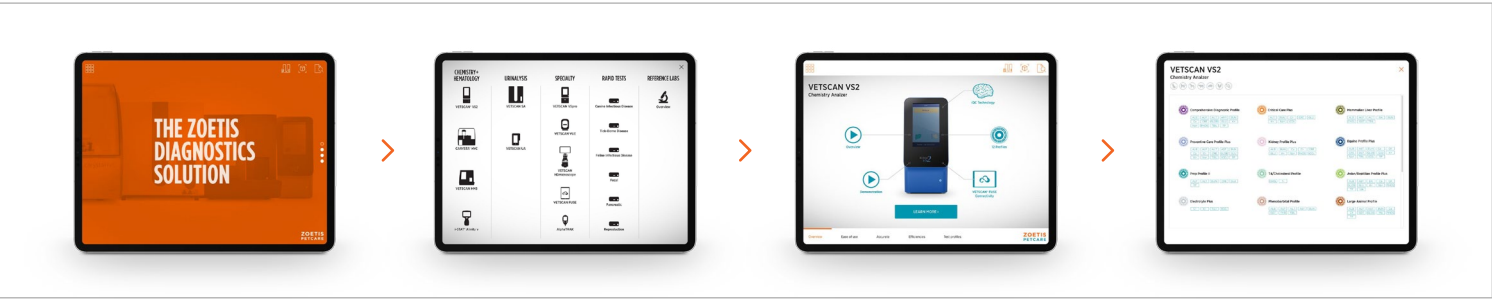
Special Marketing Award: For outstanding work in production and graphic design (Abaxis)
Above and Beyond Award: For outstanding accomplishments & dedication to the success of Abaxis
Mission trip - Philippines: Rebuilding homes destroyed by typhoons
Founder/President of CFC Youth for Christ - California State University, East Bay
Alpha Phi Omega service fraternity - California State University, East Bay

NOTABLE PROJECTS



PayPal App Illustrations

Conceptualized and provided design explorations for a refreshed PayPal brand to be implemented into the PayPal app. Once a style direction was chosen, I created several illustrations for specific pages within the app. I provided storyboards for an animation to show PayPal as a “flexible” payment option. I also created illustrations to communicate buy now, pay later options, security, and shopping carts.



Sales Enablement eDetaier

Created design concept for Zoetis product eDetaier used for sales enablement by sales force; design elements included: UI design, color schemes, presentation template, layout, and coinciding product brochure and website product pages. Managed contractors to maintain design and brand consistency. With the need for faster, more efficient on-site product demonstrations, I worked directly with Marketing to come up with a solution. Instead of our sales reps bringing in heavy instruments and wasting time with on-site installations prior to a demo, they were now given a streamlined tool on their iPad. I designed the user interface, and presentation template. The tool included an AR component that aligned with the eDetaier, in which I managed both AR and creative contractors.



Back to the Future Trade Show Campaign

Created and managed design concept for Back to the Future inspired campaign, which helped generate record trade show leads and sales. When we got wind that Michael J. Fox would be the Keynote Speaker, we changed everything at the eleventh hour. With just days before artwork deadlines for one of the largest veterinary conferences in the world, our Marketing Director and I decided to commit to a Back to the Future inspired campaign, including 3 print advertisements, room drop, pull up banners, selfie wall, and various assets. I developed the concept and even suggested we bring in a DeLorean into our booth, which we did. It resulted in increased booth traffic, leads, and a record amount of booth sales.