



AMANDA TRICOMI

ART DIRECTOR / ACD

Art Director & Multidisciplinary Designer with 15+ years of experience creating integrated campaigns, brand identities, digital experiences, illustration, and visual systems for global brands and emerging organizations. Experienced leading creative from concept–production across advertising, branding, experiential, and digital spaces. Specialization in building scalable creative systems, visual storytelling, and crafting thoughtful and resonant copy. Passionate about visual clarity and authenticity.

Selected clients: *Apple TV, Apple Music, TOMS, Adidas, Quickbooks, Lenny&Larry's, Jo Malone*

EDUCATION / CERTIFICATIONS

Creative Director Certificate

Top Performer Distinction

ELVTR

2024

Graphic Design Certificate

MASSACHUSETTS COLLEGE
OF ART AND DESIGN

2010–2013

BFA, Communication Design: Illustration

MASSACHUSETTS COLLEGE
OF ART AND DESIGN

2001–2005

Foundation Program

MARYLAND INSTITUTE
COLLEGE OF ART

2001–2002

CORE EXPERTISE

- Creative Direction
- Art Direction
- Brand Identity
- Integrated Campaigns
- Design Systems
- Experiential Design
- Presentation Design
- Copywriting
- Illustration
- Mentorship

TOOLS

Adobe Creative Suite, Figma, Keynote,
Google Workspace, Microsoft Office

VOLUNTEER WORK

A Purposeful Rescue, 826LA,
National Portfolio Day

[Portfolio](#)
[LinkedIn](#)
[Email](#)

EXPERIENCE

YELLOW KITCHEN STUDIO LOS ANGELES, CA

FOUNDER/CREATIVE DIRECTOR → 2015–PRESENT

- Founded and operate a multidisciplinary design studio delivering creative direction, branding, illustration, and visual communication for clients ranging from local businesses to national nonprofits.
- Guide projects from initial strategy through final execution, balancing creative vision with practical production and client goals.
- Develop and produce original illustrated products extending the studio's creative practice into retail, paper goods, and stationery applications.

BE GRIZZLEE (OMNICOM PRODUCTION) LOS ANGELES, CA

ASSOCIATE DESIGN DIRECTOR → 2021–2024 | SENIOR DESIGNER → 2020–2021

- Led multidisciplinary creative teams across integrated campaigns for global brands and stakeholders.
- Directed and created visual systems spanning performance marketing, presentation design, digital experiences, and experiential marketing.
- Developed scalable creative frameworks and comprehensive production guidelines that improved production efficiency by over 25% while upholding Apple's rigorous visual standards across high-volume launches.
- Contributed to new business presentations and RFP responses for Fortune 500 brands—including bespoke illustration, iconography, infographics, and presentation graphics to communicate RFP objectives.
- Partnered closely with strategists, copywriters, and account (across international teams) to translate business objectives into engaging creative solutions.
- Co-managed a design team of 7 full-time designers and 20+ freelancers.

TBWA\MEDIA ARTS LAB LOS ANGELES, CA

SENIOR DESIGNER → 2018–2020 | GRAPHIC DESIGNER → 2016–2018

- Art directed integrated campaigns for Apple Music across digital, social, OOH, DOOH, experiential, and broadcast touchpoints that led to Apple Music's largest user acquisition yearly totals.
- Collaborated with cross-disciplinary teams to deliver launch-ready creative on accelerated production schedules.
- Created illustrated Apple Music social content that launched throughout US and Canada..
- Produced creative series for artist launches, entertainment partnerships, and evergreen marketing campaigns reaching millions of viewers.

TOMS LOS ANGELES, CA

DIGITAL DESIGNER → 2015–2016

- Designed integrated marketing campaigns spanning web, email, social, retail, and experiential touchpoints for a global lifestyle and e-commerce brand.
- Created original illustrations and visual concepts that extended the TOMS brand across seasonal campaigns, retail experiences, philanthropic partnerships, and cause-driven initiatives.
- Collaborated on bespoke new business pitches and campaign shoots, including the first TOMS x Apple Watch band and TOMS x AT&T spot.

SELECTED PROJECTS

- Apple TV — Performance Marketing Template Design System
- Apple Music — Music Notes Campaign
- Snap — Evergreen Growth Marketing Pitch
- Adidas — Family Reunion
- TOMS Animal Initiative x Oceana