

# ANN MARIE DELFAVERO

## ART DIRECTOR & SENIOR GRAPHIC DESIGNER

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Art Director and Senior Graphic Designer with 15+ years of experience delivering experiential marketing environments, environmental graphics, and integrated brand campaigns. Skilled at translating strategic ideas into scalable visual systems and immersive brand experiences across trade shows, live events, and marketing platforms. Known for leading cross-functional collaboration and guiding projects from concept through production to deliver cohesive brand activations.

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### EXPERIENCE

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2009 - Current | DelFab Designs

#### Freelance Graphic Design

- Partner with businesses and organizations to develop brand identities, marketing campaigns, websites, and trade show graphics across print and digital channels.
- Translate client goals into cohesive visual systems and branded assets that strengthen visibility, support broader brand strategy, and extend across multiple touch points.
- Lead projects from concept through final delivery, balancing creative development, stakeholder communication, revisions, and multiple deadlines.

2022 - 2026 | Spiro

#### Art Director

- Directed creative for 40+ national trade show and experiential campaigns annually, translating brand strategy into scalable environments and high-impact activations.
- Managed development across 7–10 concurrent projects, collaborating with strategy, production, and marketing teams to align creative execution with client goals and production needs.
- Executed 3-day live events, 100,000+ square-foot environments, and 44,000-attendee brand experiences from concept through production and on-site installation.

2018 - 2022 | Corporate Sign Systems

#### Director of Design & Marketing

- Directed design and marketing initiatives for custom signage and environmental branding projects, aligning client objectives with strategic visual communication solutions.
- Developed sales materials, promotional collateral, and branded assets that supported business development and strengthened brand presentation across print and digital platforms.
- Coordinated with sales and production teams to ensure accurate execution of signage systems, environmental graphics, and branded environments.

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### EDUCATION

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2005-2009

#### The Illinois Institute of Art

Bachelor of Fine Art in Graphic Design

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### SKILLS & ASSETS

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- Automation & AI Workflows
- Advertising Design
- Brand & Corporate Identity
- Marketing Collateral
- Conceptual Skills & Planning
- Effective Communication
- Package Design
- Photography & Video
- Project Management
- Publication Design
- Trade Show & Exhibit Design

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### APPLICATIONS

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- After Effects
- Bridge
- Canva
- Dreamweaver
- Figma
- Illustrator
- InDesign
- Photoshop
- Premiere Pro

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## EXPERIENCE (CONTINUED)

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2017 - 2018 | Identity Dental Marketing

### **Social Media Manager & Videographer**

- Produced branded digital assets including graphics, websites, video content, and animated logos for client marketing campaigns.
- Developed social media and multimedia content that strengthened online brand presence and supported integrated marketing efforts.

2015 - 2017 | Aronson Advertising

### **Junior Graphic Designer**

- Designed print and digital advertising materials for automotive marketing campaigns across multiple dealership clients.
- Collaborated with creative and account teams to deliver campaign assets aligned with brand standards, promotional goals, and production timelines.

2014 - 2015 | Premier Living Properties

### **Administrative Assistant & Marketing**

- Produced brochures, digital property listings, and promotional materials for residential real estate campaigns, including targeted EDDM outreach.

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## TRAINING

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2026 | Coursiv

### **AI Tools & Creative Workflow**

- ChatGPT
- Gemini
- Midjourney

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## VOLUNTEER

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2023 - Current | Cub Scout Pack 15

### **Committee Chair**

2026 - Current | Scouting America Troop 227

### **Committee Member**

2026 - Current | West Parent Organization

### **Secretary**