




ANN MARIE LOMBARDO

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AWARDS

Fan-Voted People's Voice Award in Sports Mobile & Apps

The WWE App won in 2013, with more than 11 million downloads in over 200 countries.

Academy of Interactive & Visual Arts

The WWE Network won a gold award in 2014 in Media Streaming

WWE.com won 3 silver awards in 2014 in the Entertainment, Sports and Television Categories

WWE's Slam City site won a silver award in 2014 for Visual Appeal

Marvel's Avengers Logo Contest

Top 5 finalist and design chosen for the Marvel Design Vault on Amazon.com

INTERESTS



EDUCATION

Eastern Connecticut State University
Mass Media and Communications

ABOUT ME

I'm a creative, energetic individual with more than 13 years of design experience in the entertainment industry. I specialize in digital media, product management, interactive design, social media, photography, and photo retouching. I've demonstrated leadership and the ability to generate innovative, lucrative ideas within a competitive environment, as well as within companies with over 600 million viewers worldwide.

STRENGTHS

- Adobe Photoshop
- Adobe Illustrator
- Jira Agile
- Drupal
- WordPress
- Prezi
- After Effects
- Cinema 4D
- HTML & CSS
- JavaScript
- jQuery
- Sketch
- Balsamiq
- Axure
- InVision & InVision Studio
- Adobe XD

EXPERIENCE

MARVEL Entertainment – Digital Design Lead (7/18 – present)

Lead the digital design team while defining and maintaining the visual identity of all apps, websites, and digitally licensed products; Work closely with the development and tech team to establish standards and processes; Collaborate with stakeholders across the company and all of Disney to implement digital products; Design and execute user tests, and analyze data to determine best performing solutions; Build and maintain style guides; Negotiate and oversee contracts with vendors and 3rd parties; QA test all designs prior to and after deployment; lead creative meetings.

CBS Local – Art Director (2/14 – 7/18)

Managed a team of designers and oversaw the look and feel of all apps, market, and affiliated sites which amounted to over 200 properties; responsible for research, user testing and pitching new ideas to stakeholders based on analytics and current design trends; created high fidelity wires, prototypes, and helped to define best-practices for all user case studies; collaborated with content, sales, and marketing departments to ensure their needs were met; assisted the tech and development team in implementing new or refined designs by providing pixel perfect mocks, assets and using Agile; documented all changes in branding, templates, and style guides; initiated and facilitated design communication across all departments;

World Wrestling Entertainment – Interactive Design Manager (2/13-2/14)

Managed a team of designers to ensure all deadlines were met and graphics were top quality; creative point person and liaison between clients/internal departments; managed schedule and lead creative meetings; worked with tech/development team to provide visual solutions for WWE.com and further our global fan-base.

Senior Interactive Designer (3/11 – 2/13)

Created interactive flash pieces to enhance wwe.com user experience and complement editorial content; designed material for different social media platforms and mobile applications; assisted with two major redesigns of WWE.com; spearheaded and organized large scale projects.

Interactive Designer (9/08 – 3/11)

Designed sponsored sweepstakes, contest pages, and WWE studios websites; mentored junior interactive designers.

Junior Interactive Designer (7/06 – 9/08)

Photo manipulation, editing and retouching; HD video graphics; logos, flat and animated graphics to promote upcoming shows/PPVs, editorial content, other related events and advertisements for outside clients/sponsors.

Freelance Designer (8/10 – present)

Created and maintained logos, websites, and advertising materials; additional photography and photo retouching services; various illustrations.

Clients: NHL.com, Fantasy Sports Network, Woodstone Credit Union, The BAGroup, CycleDrag, Palouse Winery, CHL (Connecticut Hockey League), Fairfield Crossfit, Corey Hill Foundation; Hastings Cub Scouts