

**Anthony
Del Gigante**



PORTFOLIO

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CELL

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Northwestern University

B.S. in Communication: Radio, TV + Film

graphic design, advertising, studio arts
film + video production, film photography

Evanston, IL
2008–present

PROFESSIONAL EXPERIENCE

MDG Advertising

Art Director, Designer

designed brand concepts, applications and
identity standards; developed collateral;
scripted, storyboarded and art directed videos;
designed website layout and assets

Boca Raton, FL
2008–present

Chicago Advertising Federation

Designer, Video Producer

produced, edited and designed motion graphics
for intro video played at ADDY Awards ceremony

Chicago, IL
2012

GSD&M

Production Intern

aided production department on U.S. Air Force,
Southwest Airlines, AARP, Jarritos, L.L. Bean;
designed brand for GSD&M 40th anniversary;
shot and edited viral videos of SXSW performers
First Place: Intern Competition

Austin, TX
summer 2011

Museum of Modern Art

Marketing Intern

designed system of 20+ e-newsletter templates;
assisted the digital marketing manager
designed collateral with AIGA NY VP,
Julia Hoffmann; served as liaison to
The New York Times and KEXP online

New York, NY
summer 2010

“Made Off”

Director, Producer, Executive Producer

shot on location in Manhattan; \$15,000 budget;
starring Gerard Christopher [star of Viacom’s
syndicated, *The Adventures of Superboy*] and
Jelena Mrdja [*Here and There*, TriBeCa winner]
Best Student Film

New York, NY
2009–2010

2011 Manhattan Film Festival

Museum of Modern Art

Marketing Intern

strategized plans for multimedia ad campaigns;
wrote the HTML and CSS for e-newsletters;
created and managed MoMA’s Facebook pages;
managed the museum’s e-news inbox

New York, NY
summer 2009

STUDENT AWARDS

2012 AAF District 6 ADDY Awards

Top Student Winner: 3 District ADDYs

GOLD identity design for Scott Rowell;
SILVER identity and collateral design for Rainforest Tours

2012 Chicago ADDY Awards

Top Student Winner: 8 ADDYs SILVER identity and collateral
design for Rainforest Tours, identity design for Scott Rowell; BRONZE
multimedia campaign for Austin & Ash, personal identity design,
identity design for Visionary Individuals, Benetrends, NU ASG

2011 AAF District 6 ADDY Awards

District ADDY SILVER identity design for airhop

2011 Chicago ADDY Awards

2 ADDYs SILVER identity designs for airhop and a.dept

TECHNICAL**SKILLS**

Illustrator
InDesign
Photoshop
Lightroom
Dreamweaver
Wordpress
Final Cut Pro
Celtx, Final Draft

identity design, logo design, illustration
collateral design, stationery design, print design
photo and graphic editing, retouching, web design
photo editing and cataloging
basic HTML and CSS coding
website design and construction
video editing, motion graphic design, sound design
screenwriting

EXPERIENCE AT NORTHWESTERN

Associated Student Government

Brand Consultant

designed new identity and stationery package; 2011-2012
authored and designed brand standards manual;
oversaw rebranding transitional measures

Austin & Ash

Election Campaign Creative Director

designed identity system for Northwestern 2011
Student Government President/VP race;
designed and constructed campaign website;
produced, shot, edited and designed motion
graphics for series of campaign viral videos
Election Victory: 14.5% Margin

a.dept

Founder, President, Creative Director

authored business plan, oversaw operations; 2010-2011
managed creative department for student-run
advertising agency; billed 25 small businesses,
student groups and academic departments

Northwestern Transit Co.

Director of Marketing

envisioned and realized full branding and 2009-2011
advertising campaign for airhop, a student-run
airport shuttle service; developed identity,
print campaign, wayfinding system and apparel;
designed and oversaw development of website;
oversaw shuttle runs to and from airports

Northwestern Student Holdings

Director of Brand Development

developed and designed rebranding of 2010
student-run venture portfolio; wrote, directed
and produced :60 tv spot; developed brand
standards manual and positioning statement;
designed recruitment/promotional collateral

Massive.tv

Co-founder and Creative Director

developed and designed brand identity; 2010
developed communication strategy;
produced, shot, edited and designed
graphics for video student profiles

Northwestern University

Designer

designed artwork for Northwestern iPhone app; Evanston, IL
developed identities for the Illinois Women's 2009-2010
Health Registry, Quest, TriQuarterly Magazine,

AdShop

Creative Director

designed identities, collateral and print ads 2008-2010
for local businesses and student groups;
co-founded a portfolio-building workshop