

Experience

Crescenzi_Co
Founder/Creative Director
New YorkMar. 2018 – present
Independent design for clients both large and small.
Focused on brand identity systems and type design.
Clients include Netflix, Beats by Dre, the National Football
League, Vox Media, ESPN, Entercom Media and more.Interbrand
Creative Director
New York CityFeb. 2014 – Mar. 2018
Creative Director at the world's leading brand consultancy,
leading cross-disciplinary engagements aimed at growing
brands and businesses. Led new business initiatives, internal
IP creation, and large-scale strategic branding efforts
including 2016 rebrand of AT&T. Additional clients included
Toyota, Microsoft, Gulfstream, AIG, FedEx, Moët Hennessy,
Hertz, InterContinental Hotels, and more.Prophet
Senior Designer
New York CitySept. 2012 – Feb. 2014
Created brand platforms, visual design systems, retail
environments, service models and innovation workshops
for clients across a diverse range of industries. Clients
included Samsung, Electrolux, Keurig, Cathay Pacific,
McDonald's, Abbott Laboratories, Phillips 66, and
Mondelez International.Nike Brand Design
Senior Designer
Beaverton, Ore.June. 2007 – Sept. 2012
Senior designer on Nike Brand Design: Global Initiatives
team. Developed brand identities, product positioning,
uniform design and team branding, environmental and
retail design, and still/moving image art direction for athlete
and product campaigns. Projects included Nike+ FuelBand
branding and launch creative, branding of the LeBron James
and Nike Livestrong collections, London and Beijing Olym-
pics campaigns, creation of (Nike)RED product lines, NIKEiD
Studio customization experience, Nike Better World initiative,
launch of Nike Flyknit and Flywire technologies, and more.

Education

Bachelor's of Fine Arts: Applied Visual Arts
Oregon State University, Corvallis, Ore.
Class of 2007

Awards (select)

Rebrand 100 Merit Award
AT&T Rebrand
2018Most Creative People in Business
FastCompany Magazine
2013Young Guns 11
Art Director's Club (ADC)
2012Distinguished Alumni Award
Oregon State University
2013

Expertise

Visual identity/design systems
Brand definition and positioning
Typeface design
Experience and environment design
Still and moving image art direction
Product go-to-market planning
Ideation processes
Brand and product naming
Packaging and print production
Editorial design and visual narrative
Semiotic analysis & design research
Design team planning
Pitching and business development
Writing and public speaking

Speaking

ADC One Club / 2023
DSCV / 2018
SoDA Conference / 2016
Parsons New School / 2016
NYU Stern / 2015 / 2016
Apple Store Live SoHo / 2014
School of Visual Arts / 2014
Art Director's Club / 2013
Oregon State University / 2013
NYU Stern GMA conference / 2013
C2-Montréal conference / 2013

Associations

Member, Art Director's Club (ADC)
Member, AIGA