

# KEITH CALVEY VALLONE

keithcvallone@gmail.com 201.921.1955 www.keithvallone.com

## SUMMARY:

Creative, driven, and passionate professional with over 17 years of experience in the fashion and retail industries. Ability to lead and manage every aspect of a brand and reach target customers in today's challenging market.

## EDUCATION:

B.F.A. Visual Communication Design  
Magna Cum Laude  
Hartford Art School, University of Hartford 2004  
West Hartford, Connecticut

## COMPUTER SKILLS:

Adobe Creative Suite, Word, PowerPoint, Excel, Fetch, Facebook CreativeHub, Sprinklr, Basecamp, Wrike

## PROFESSIONAL ACHIEVEMENTS:

Elected Board Member of 'WERK',  
PVH's LGBTQ Business Resource Group

**PORTFOLIO:** Furnished upon request and [here](#).

## EMPLOYMENT HISTORY:

### SENIOR ART DIRECTOR, E. GLUCK CORP. JANUARY 2021 - PRESENT

Manage a team of 4 designers and 3 photographers. Oversee all print and digital creative for Armitron, Torgoen and licensed brands such as Anne Klein, Nine West, Juicy Couture and more. Implemented internal creative process and server management.

### SENIOR GRAPHIC DESIGNER, PVH CORP. NOVEMBER 2013 - AUGUST 2020

Oversaw and managed various print and digital projects for many brands including Van Heusen, DKNY, Speedo and IZOD. Increased the social media presence and following for said brands. Partnered directly with the Sales, Design, and Retail Development teams to meet and exceed financial goals. Overall brand management for Van Heusen; including retouching, video art direction/storyboarding, licensing, showroom design, asset management, copy writing, etc.

### ART DIRECTOR, LOEHMANN'S JANUARY 2013 - JUNE 2013

Management position overseeing one Junior Art Director and a Digital Creative Assistant. Planned and Art Directed many photoshoots to create assets used for both print and digital executions. Oversaw the entire design direction for the store's POS, e-mail blasts, advertising, online marketing, seasonal window campaigns, store design, and more.

### ART DIRECTOR, AVENUE STORES OCTOBER 2011 - APRIL 2012

Led the art direction of both on and off figure photoshoots. Designed print and digital assets including POS graphics, web banners, seasonal window campaigns, direct mail pieces, catalogs and more. Implemented and established the brand's first visual standards guide for all stores.

### SENIOR GRAPHIC DESIGNER, BLOOMINGDALE'S JUNE 2008 - OCTOBER 2011

Management role overseeing the Junior Public Relations Graphic Designer and various freelance Graphic Designers. Created and produced all in-store signage and graphics for both the retail and outlets stores worldwide. Partnered with the Visual Design teams to create store renderings and guides, weekly visual sign packages, seasonal campaigns and more. Created and maintained the brand signing standards for both the retail and outlet stores.

