

Lou Caravana Jr.

Art Director/Creative Leader

PROFILE:

Art Director in the Apparel and Creative Marketing Industry with over 15 years' experience in Graphic Design, Team Leadership, Branding, and Digital Media. Proven project management and sales focused capabilities under extreme deadlines.

EXPERIENCE:

Digital Photo Art Director – UA Brands

Tampa, Florida

01/2022 – Present

Uniform Advantage is an Ecommerce leader in medical and chef uniforms.

- Lead a team of Designers and Re-Touchers in creating and editing brand photography to be used across all E-com sites.
- Responsible for the look and feel of the overall brand aesthetic through images.
- Manage photoshoots and needs in order to support Creative VP visual vision.
- Work cross functionally with merchandising and sales on order to meet creative deadlines.
- Act as a trend builder and research current looks within industry photography and design.
- Create all style guides and visual tools to act as guidelines for all visual photography across the spectrum of the company
- Work with outside vendors to seamlessly create a look that works within the UA Brands aesthetic.

Creative Art Manager – Fanatics

01/2019 – 01/2022

Tampa, Florida

Global leader in officially licensed fangear for the NFL, MLB, NHL, MLS and more.

- Lead a team of Graphic Designers across MLB, NBA and MLS within seasonal and hot market categories and campaigns including DTC and retail customers.
- React with agility on all major sporting events to turn timely brand focused product.
- Produce and oversee all cross functional departmental assets.
- Work with Nike to produce co/conceived lines that work across multiple sales channels.
- Be aware and up to date of all current sports and market trends.
- Travel to major sporting events to present product with leagues as well as research major sports trends.

Creative Art Director - Legacy/League

01/2016 - 01/2019

Hanover, Pennsylvania

Vintage-casual headwear, apparel and home decor product lines, serving the Resort/Destination & Collegiate Markets for over 25 years.

- Lead a team of Graphic Designers and Production Artists across apparel, home decor and marketing categories.
- Responsible for and help produce, Brand worthy, trend driven graphic collections for apparel and home decor lines for both Resort and Collegiate channels.
- Work with Senior Sales team and National Sales Rep Force to produce creative content to drive sales across all channels.
- Conceptualize and produce all Brand Social Media throughout all major platforms.
- Develop and oversee the look and feel of all company websites and digital media.
- Create and drive all POS content including hang tags, decals and signage to create a consistent and impact-full Brand aesthetic.
- Travel to trade-shows and related events to further develop the Creative Department and to establish emerging trends.

Sr. Designer/Art Manager - Perrin/New Agenda

04/2014 – 01/2016

Grand Rapids, Michigan

Custom apparel company in the Collegiate and Resort /Gift Shop Markets.

- Conceptualize and design intricate apparel graphics for College and Resort/Destination.
- Lead special projects and initiatives for Key Accounts to ensure graphic needs were met.
- Assist National Sales Manager on all art related requests as they are submitted by the Company Sales Force.
- Provide Art Direction and leadership to Graphic Designers and Production Artists.
- Develop and create E-Mail marketing campaigns to drive sales and website traffic.
- Contribute on a team of front-end web development to establish look and feel of company websites and media.
- Travel to trade-shows and related events to study emerging graphic trends.

Assistant Art Director - MV Sport

02/2012 - 04/2014

Long Island, New York

Custom, namedrop apparel company in New York servicing Follet, Barnes & Nobel and top tier CLC Collegiate licenses along with Resort/Destination, MiLB, NHL and national theme parks.

- Assist in managing a team of Graphic Designers, providing art direction and project management.
- Develop and assist in various creative projects as per needed by the Creative Director and Sales.
- Perform Graphic Design duties for multiple clients on a regular basis.
- Assist in creating garment samples for trade shows and clients.
- Assume full responsibility of the department when the Creative Director is unavailable.
- Organize and schedule department meetings.
- Travel to trade-shows and related events to study emerging graphic trends.

Lead Graphic Designer - MV Sport

12/2006 – 02/2012

Long Island, New York

- Create original graphics in the Resort/Destination and Collegiate channels with a focus on concept and development of Minor League Baseball (MiLB) collection each season.
- Develop all print media to promote sales and growth of Minor League Baseball division.
- Research industry trends and implement them from design concept to final product.
- Edit and maintain existing graphics from company collection.
- Communicate with clients and sales department to assess their needs.
- Upload various designs to company Web Site on a scheduled basis.
- Travel to trade-shows and related events to study emerging graphic trends as well as assist Sales and booth merchandising.

LouCaravana.com lou@loucaravana.com 631 • 793 • 8062 Tampa, FL