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CRISTINA F. MARTINO-DEVOTO  
senior graphic designer



I am a Senior Graphic Designer and Marketing Communications Manager. I bring an extensive background in graphic design and brand communications. Currently I work together with the Creative Director to conceptualize, design, and produce brand specific brochures, advertising, POS, invitations, and fall/holiday campaigns for Constellation Wines. Maintaining the visual voice and brand integrity is top priority as well as continuing to keep all pieces fresh.

## biography

Prior, while at McCall Design Group for 2 years, I developed and managed the visual voice and brand language for all channels of McCall's visual communications. I worked in partnership with the president and upper management to design an entire visual marketing package to reinvigorate McCall Design Group's logo, identity system and standards. The identity system was a Winner of the American Inhouse Design Awards and was published in the 2008 July/August Design Annual of Graphic Design USA.

I also provided project management and design for clients such as Banana Republic, Guess, and 24seven to highlight and showcase their brand through design standard manuals. In addition I worked on teams to service clients such as Pottery Barn, Nike, West Elm and Elephant Pharm.

Prior to joining McCall Design Group, I was a graphic designer at RYA Design Consultancy and for LVMH: at RYA I designed all marketing material and provided graphic services such as branding, identity, signage and wayfinding for international clients such as; Shinsegae Department Store - Korea, Parkson Department Store - Kuala Lumpur, Ariat Inc., Liverpool Department Store - Mexico, Federated Department Stores (Bloomingdales & Macy's), Macy's Merchandising Group, and Yum! Brands; while at LVMH's (Louis Vuitton Moet Hennessey) Travel Retail Division, I was instrumental in the company's worldwide re-branding initiative. I have also managed and produced materials for status brands such as Burberry, Cartier, and Gucci.

awards

Graphic Design USA - 2008 American Inhouse Design Award

affiliations

American Institute of Graphic Arts

pro bono

Paws Petchitecture  
Park(ing) Day  
Leap Sandcastle Classic

interests

Nature  
Travel  
Cycling  
Soccer

color

pms 471c

font

Gills Sans