











DIGITAL

Brand Identity. It's what really sparks an unrelenting desire to invent and create. My unique creations are truly handcrafted. Each creation is bespoke, specifically tailored to project specs for the perfect fit. I've been creating brands since 1989.

EXPERIENCE <a>®

Audible Inc. / Amazon - Newark & Wayne NJ Senior Design Manager

- Hand-crafted current Audible brand logomark/logotype
- Designed, developed and created all original iconography and UI for the Audible app, mostly still in use today.
- Created logos for many Audible internal sub brands.
- Managed and worked directly with multiple stakeholders and was creative lead on various projects to establish keyart, icongraphy, logos, emails, web graphics, promos, print, ads, brand awareness, swag and more.

Cardinal Health - Wayne NJ Freelance Senior Designer - Pharma

Worked directly with the ACD to help develop and provide keyart for multiple pharmaceutical brands and products.

TriGenesis Communications - Chatham NJ Freelance Senior Designer - Pharma

Worked closely with ACD to conceptualize ads, keyart, POP displays and packaging for pharmal companies.

St. Jacques Studio - Morristown NJ Senior Designer

- Managed and designed creative including logos, branding, branding, print, packaging for a range of clientele such as Coldwell Banker, Century21, GlaxoSmithKline

Seton Hall University Publications. - South Orange NJ Designer

- Designed various ads, programs, curriculum brochures, invitations and other print collateral for the University.

ACCOLADES 💯

+ Logomark — Design Competition Audible Logotype Brand Logo Refresh

1st Place — The Audies — Design Competition Brand Identity Refresh

\$10,000 Global Top 10 Finalist / Honorable Mention Records for Life: Bill and Melinda Gates Foundation

Great Design Using 1, 2 & 3 Colors Supon Design Group — Hardcover Book

Even More Great Design Using 1, 2 & 3 Colors Supon Design Group — Hardcover Book

PROFICIENCIES



Illustrator Photoshop FIGMA Sketch InDesign Keynote PowerPoint

STRENGTHS



BRAND ICONS/UI DIGITAL PRINT

EDUCATION

Kean University of New Jersey '89 **BFA**. Graphic Design

HEROICS 🕖

Portfolio available at

http://www.ufusco.com/heroics

JOIN FORCES

Umberto Fusco - Brand Designer

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