

# michael terranova

creative direction | design | branding | innovation

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mterranovacreative.com

Dynamic Creative Director with extensive consumer and category experience creating successful new brands and products. Expert in visual design, branding, product innovation, packaging and insights. Understands the vital connection between strategic thinking and creative execution. Passion for creating great design that engages consumers.

## CAPABILITIES:

- Branding and Identity
- Product Ideation and Concept Development
- Creative and Strategic Thinker
- CPG Expert
- Product Design and Rendering
- Package Design
- Graphic Design
- Structural Design
- Retail Merchandising
- Strong Presentation Skills
- Leadership and Team Building
- Project Management and Organizational Skills
- Communication and Interpersonal Skills
- Entrepreneurial Mindset

## SKILLS:

- Creative Industry Software including: Adobe CC, Figma
- Microsoft Office
- Working knowledge of video production, web development and UX

## Education

New York Institute of Technology  
BFA in Graphic Design

## Fletcher Knight | Creative Director, Stamford, CT 2013–Present

*Clients Include: Pepsico, Starbucks, Colgate/Palmolive, Estee Lauder, Bacardi, Campbell's, KIND, Goldfish, Mars, Organic Valley, Pfizer, Henkel and others*

Head of creative at a global brand strategy and innovation consulting firm working with the world's leading brands to identify whitespace opportunities, develop successful new brands and products, and reposition existing ones for growth.

Lead all design execution and manage a team of graphic designers, industrial designers and web developers in a fast-paced environment to deliver breakthrough creative for clients.

Work with client leads to manage relationships with internal creative teams.

## Project Examples:

- **KIND Foods** Created and designed KIND Frozen, a breakthrough new product category of frozen treats with innovative new product forms.
- **Colgate Palmolive** Partnered with Colgate North America Innovation Lab to expand product portfolios for multiple brands including: Colgate Toothpaste, Colgate Professional, Irish Spring and Palmolive Dish Soap.
- **PepsiCo** Created and designed new Starbucks Ready-to-drink beverages concepts currently in market development. Explored the world of healthy snacking for Lays Potato Chips creating new product forms and package designs.
- **Campbell's** Worked with client Innovation and Insights group to develop major new products for Campbell's brand portfolio including Goldfish and Pepperidge Farm.
- **Estée Lauder** Created proprietary visual research tools for a global consumer segmentation and brand image study. Developed print collateral, presentation materials and global brand books for Estée Lauder brands, including: Lauder, Clinique, La Mer, Bobbi Brown, MAC and Origins.
- **Bacardi Limited** Led a team of international creative professionals to ensure cultural authenticity across a global segmentation project. Produced all visual collateral from digital brand books and presentations to print material for Bacardi brands: Bacardi, Grey Goose, Patron, Martini, Bombay Sapphire and Dewar's.

## Valentine Creative Group | Partner/Creative Director Fairfield, CT 2001–2013

*Clients Include: philosophy, Neutrogena, Beiersdorf (Nivea, Basis Skincare)*

Creative Director for agency specializing in ideation, new product development and branding for the beauty industry, creating award-winning and top-selling products across all categories and distribution channels.

- Design new products, packaging, logo design, promotional materials, in-store displays and retail space for major skincare, cosmetics and beauty companies.
- Design multi-media presentations to communicate new product innovation to clients, retailers and sales force. Trends forecasting presentations to international and domestic clients to help understand US markets and establish brand direction.

## M. Terranova Design | Designer/Fabricator Stratford, CT 2005–2013

Created custom living spaces, cabinetry and high-end architectural millwork throughout New York and Southern Connecticut with work featured in print and interior design showcases.

## aabalone[red] | Associate Creative Director Darien, CT 2000–2001

Led a team of designers developing content for the web and print for major financial institutions including, Citigroup Asset Management, GE Asset Management and AIG Global Investment Group.