
PIETRO ALFIERI

Los Angeles, CA • 415.850.1281 • consultpietro@gmail.com • www.lavitaedisegno.net

Photo Art & Art Director » Design Consultant » Graphic Designer
» Bringing Concepts & Brands to Life through Exceptional Design

PROFESSIONAL EXPERIENCE

LA VITA É DISEGNO (*Life is Design*) – Los Angeles, CA 2014 - Present
Photo Art Director / Design Consultant

Lead and direct a collaborative team of artists, designers, and photography crew working to assemble a well-focused pre-publication project targeting a specific audience. Consult and communicate with companies, organizations, and clients to carry out the necessary graphic design work. Use branding, marketing, education, and promotional techniques to visually communicate clients' message.

Clients include:

Los Angeles, CA: Sagon / Phior Advertising Agency • Westlake Malibu Magazine • Southern California Living Magazine
Tuscany Restaurant • Rustico Restaurant • Facial Boutique and Wellness Spa • Four Seasons Hotel • Ilene's Boutique
West Coast Watch Service Center • Georgina Reskala Photography.

San Francisco, CA: Marian Thieriot Photography • Schurman Fine Papers • Lynn Houston Production

Palm Springs, CA: Basic Fitness Studio

Ripon, CA: Triangle L Farms

Exeter, CA: McEwen Nursery

Modesto, CA: Jeanette M. Sereno Law Office • Training Layne

Manteca, CA: Delta National Bank

PIETRO ALFIERI DESIGN – San Joaquin Valley, CA 2002 - 2014
Photo Art Director / Design Consultant

Directed photographers, models, and clients on key aspects of portfolios. Consulted and communicated with companies, organizations, and clients to carry out promotional and marketing graphic design work. Additionally designed logos and greeting cards.

Clients include:

San Francisco, CA: Macy's • The Gap • Marcy Maloy Photography • Dana Ross Fitness • Susan Schelling Photography
Rory Earnshaw Photography • Marian Ellis Portfolio / Model • Schurman Fine Papers • Edgar, Dunn & Company /
Consulting Firm.

Los Angeles, CA: Sagon / Phior Group • Ventura Distribution Inc • Montage / Manufacturer of Modular Office Systems
Sony Records • Yvonne / Landscaping • Stormo Health / Age Management Consulting • SRK Architects Inc.

New York, NY: Ford Modeling Agency • Aperture Foundation & Images • Kathryn Repie • Dr. William Winkler

Houston, TX: CUSP/ Office Products

Lodi, CA: Mokelumne Oaks Vintners • Rolling Hills Winery • Triangle L Farms • Jake's - Coffee-Tea-Sandwiches

Exeter, CA: McEwen Nursery

Modesto, CA: Percision Installations • Law Office of Jeanette M. Sereno • New West Construction Company • @Pierre's
- Pierre Noghli

Manteca, CA: Delta National Bank

Turlock, CA: Turlock Family Dentistry

FULLTIME CAREGIVER – San Joaquin Valley, CA - Acted as Caregiver for an ailing family member. 2002 - 2014

MACYS.COM – San Francisco, CA

1999 - 2002

Photo / Art Director

Directed both digital and conventional fashion and tabletop photography for company's entire website. Conceptualized and designed ad campaigns for website and print, and supervised and managed in-house photography staff and outside contractors. Developed, managed, and budgeted ongoing project schedules and special projects.

Highlights include:

Directed the conceptual look for the launch of Macys.com on The Wedding Channel.

Promoted designer brand merchandise on the Internet for high-end names such as: Calvin Klein • Levi's • Perry Ellis Nautica • Joe Boxer • DKNY • Jones New York • Ralph Lauren • Anne Klein • Kenneth Cole.

MERVYN'S CALIFORNIA – Hayward, CA

1998 - 1999

Photo Art Director – Provided Photo Art direction for Mervyn's weekly tabloids and ad campaigns and additionally designed and implemented new layout templates for tabloids.

PIETRO ALFIERI & ASSOCIATES – Los Angeles & San Francisco, CA

1992 - 1998

Art Direction / Design

Clients include:

Capitol Records • Virgin Records • Sony Records • MCA Records • Zoo Records • RCA Records / BMG Music • Delta National Bank • Schurman Fine Papers • Virgin Interactive Entertainment • The Broadway • Mervyn's • Fred Hayman Macy's • Aaron Spelling • Sobo Casting • Sagon / Phior Group • Sunset Magazine • Oppenheim / Ciambotti Chiropractic Offices • Rightway Health Corporation • The NARAS Foundation Inc. • Grammy Music Awards • Sunset Books.

RCA RECORDS / BMG MUSIC – New York, NY

1987 - 1990

Senior Art Director – Hired to create a new Design and Advertising Department; supervised a staff of 7. Directed photo shoots, and designed packaging. Created ad campaigns for artist.

ADDITIONAL RELEVANT EXPERIENCE INCLUDES:

ALFIERI DESIGN – Hollywood & Los Angeles, CA – Art Direction / Design

Clients include: Virgin Records • Capitol Records • Warner Brothers Records • CBS Records • RCA Records • BMG Music Jive Records • New World Video • Columbia Pictures Home Video • Broyles / Garamella Advertising • Creeks Clothing Company.

SKYLINE COLLEGE – San Bruno, CA – **Teaching Graphic & Environmental Design**

SONY RECORDS – New York, NY – **Art Direction / Design**

VANDERBYL DESIGN – San Francisco, CA – **Design**

EDUCATION & CERTIFICATIONS

California College of the Arts, San Francisco, CA • **B.A. Fine Arts**

California College of the Arts, San Francisco, CA • **Teaching Credentials**

Modesto Junior College, Modesto, CA • **A.A. Graphic Design**

AWARDS & ACCOLADES

The Art Directors Club Merit Awards – New York

Society of Illustrators National Exhibition – New York

The Art Directors Club of Los Angeles Merit Awards – Los Angeles

American Institute of Graphic Arts - The Cover Show – New York

Diamond Records Cover Awards – Belgium

TECHNOLOGY PROFILE

Adobe Creative Suite – Photoshop, Illustrator, InDesign, Streamline, Painter

Mac • Filemaker • HTML • Microsoft Office Suite – Word, Excel