



*candice***londino** (She/Her)

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Design Strategist - Experience Design

Passionate multidisciplinary design strategist, dedicated to creating meaningful experiences through communication and design.

Award winning designer with background in E2E global communication strategy and activation.

Holistic with proven success in complex, fast paced, agile environments.

Areas of Expertise

Design Strategy | Creative Lead | Brand Strategy and Positioning | Facilitation | Multi-disciplinary design Art Direction Storytelling | B2B, B2C Go-to Global Marketing | Content and UX Writing | Journey mapping

End-to-end experience - Research, Value Proposition, Testing, Validation, Personas, Mapping, Collaboration, Exploration, Pitching, Execution, Social media, Digital platforms, Print, Packaging, Services

Adobe Creative Suite | Microsoft Suite | AEM | Typography | Illustration | Sketch | In Vision

Agile Methodology | Miro | Basecamp

*Philips Sleep and Respiratory Care, Communication Design Strategist - Experience Design:
April 2018-April 2023*

- **Strategic design and direction** – Identifying and delivering strategic, research-based, scalable solutions end-to-end. Brand positioning and content strategy, customer journey creation, Personas, VOC (Voice of customer), qualitative, quantitative and A/B research testing, statistical methods, competitive analysis, design thinking, systems thinking and product solution/service storytelling.
- **Design liaison** – Connecting businesses, collaborate with creative cross functional, global marketing teams, key stakeholders and leadership; enhancing open communication, ideation and consistency internally and externally, while ensuring performance and KPIs are reached. Facilitated team continuous improvement sessions and retrospective post-project or launch to gain feedback, improvement, team growth and celebrate successes.
- **CoCreate facilitation lead** – Analyzing, designing and presenting brand and product solutions using relevant research from domain, business, market, emerging contexts, related global trends, and target groups. Collaborating via brainstorming, sprints, ideation, rapid-prototyping, experimentation, iteration, validation and proposal or execution.
- **Multidisciplinary Designer / Creative Lead** – Directing and collaborating with cross-functional teams; product designers, engineers, service teams, UI/UX (User Interface / User Experience), marketing and global leaders to create cross-platform branded communications and experiences that meet customer needs. Art Direction, asset creation, typography, layouts, pitch decks, packaging, concepts and execution for business pitches, social platforms, digital experiences including websites and in-app, in-store and on-line content strategy and packaging experience. Creation of customer experience (CX) maps, personas, research stimuli, VOC data assessments and defining opportunities.
- **Create visual languages** – Developing, learning and testing with brand, audience, market and culture, focusing on clinical and consumer market brand positioning. Collaborating with Brand team, Global marketing and Digital Design Language Systems teams in creation and execution of evolving brand standards.

Passions: Additionally, I was proud to work on non-project passions such as Access to Equitable Care (AEC) opportunity workshops, Sustainable packaging and circularity initiatives and driving authentic and inclusive culture at Philips.

Awards & AFFILIATIONS

Awards & Recognitions:

- Red Dot
2022 Design Team of the Year
- American Inhouse Design Awards Winner
EIS Testimonial
Ad Campaign
- NJ Ad Club 3rd place
Award for Collateral Product Campaign
Honda FCU
- AIGA Salon des Refusés
"You're Amazing"
2nd Place
Rejection Award.
- AIGA Salon des Refusés
"Best of Show"
Poster Award

*AIGA Birmingham
Board member
Director of Events
2010-2013*

*AIGA Member
1999-Present*

*ADCNJ Member
1999-2005*

Work HISTORY

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Work HISTORY

Starring Darla LLC, Creative Director: January 2013-April 2018

- **Creative Director** – Designing materials from conception to execution as well as creating/maintaining current branding for existing clients; advertising, websites, promotional materials, social media and marketing.
- **Project Management** - including client interaction, budgeting, scheduling and pre-press. Collaborating with external agencies including, copywriters, account managers and developers to define requirements and approach for client needs and objectives.

Gatesman+Dave, Art Director: September 2014-December 2015

- **Idea / Pitch person** – Generating opportunities for new businesses in a multidisciplinary team of visual and UX designers, copywriters, Social, PR and Account Managers.
- **Multidisciplinary Designer / Art Director** – Designing, directing the execution of ideas from sketches to proof of concept. Overseeing campaign assets across multiple mediums, print, web, TV, social, PR and digital takeovers.
- **Team and project management** – Art directing junior designers, reviewing/approving art and copy materials. Providing creative and executional feedback.

EBSCO Industries LLC, Art Director: April 2009-November 2013

- **Art Director / Brand** – Designing and overseeing projects for various clients; creating/maintaining and evolving brand integrity, including advertising, websites, videos, photo-shoots and multi-media materials.
- **Team Lead** – Managing and art directing design team reviewing/approving art and copy materials developed by creative team. Mentor to Junior designers including creative team development, continuous improvement, design reviews, feedback, hosting creative skills workshops and team building events.

Education

BFA Visual/Graphic Communication

- 2003: Kean University, Union, NJ