

FRANK LAMBETECCHIO

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SUMMARY

A versatile and accomplished senior art director with a proven track record in leadership, web design, content creation, UX design, and brand management. Established capabilities in project management, client relations, budget management, and strategic planning. Utilizes strong interpersonal and communications skills to guide and develop associates and liaise with cross-functional teams. A diligent and analytical top performer who delivers creativity, innovation, and a customer-centric approach to design.

EXPERIENCE

WALMART.COM

San Bruno, California
Senior Art Director, 2012-2024

- Guided team of web designers in collaboration with business partners to develop Walmart.com, delivering exceptional digital e-commerce experience for a wide range of retail and services verticals including: homepage, entertainment, beauty, household, health & wellness, pets, photo services, Walmart Plus and UX design.
- Built out multiple design teams, interviewing and hiring as well as reviewing part of original group of designers tasked to re-design Walmart.com site.
- Managed Apple launches.
- Worked on photo shoots on set with creative direction and feedback.
- Served as people manager in all roles, mentoring and providing feedback.
- Teamed with marketers to provide them with necessary marketing assets.
- Collaborated with writers on all projects and launches.

AMF MEDIA GROUP

San Ramon, California
Creative Services Manager, 2010-2012

- Led concept and design for brand identity, websites, microsites, email, collateral, and internal communications.
- Managed freelance staff, including designers and developers.
- Communicated directly with clients on new and ongoing projects.
- Oversaw project scheduling and budget management.
- Worked directly with clients and developed positive working relationships with them.
- Designed many websites and worked with developer to execute.
- Created identity design packages.
- Directed weekly email creation, deployment, and website for Jamba Juice.

ADDITIONAL EXPERIENCE

WORLD CENTRIC

Palo Alto, California,
Creative Director, 2009-2010

Led brand development and management. Conceptualized and designed packaging for product lines. Designed UX for e-commerce site. Created print advertising, collateral, and catalogs. Developed company style guide. Provided photo art direction. Tended to press checks and print quality control. Performed creation of entire visual identity for brand of compostable goods, with products widely used in restaurants and available at many stores, such as Whole Foods.

MACY'S ADVERTISING

San Francisco, California,
Senior Graphic Designer – New Media, 2002-2009

Designed and conceptualized emails, banners, magazine ads, outdoor media, event designs, packaging, collateral, catalogs, identities / logos, internal communications, and UI. Collaborated with writers and creative directors to develop cross-media campaigns. Developed branding and campaign style guides. Led design for passport fashion event for four years, with staff designers tasked with developing and presenting unique concepts; finalist was chosen by creative director. Managed freelance and seasonal designers.

HOTWIRE.COM

San Francisco, California,
Senior Designer, 2010

Conceptualized and designed promotional campaigns. Created email templates, online newsletters, and banners. Produced print collateral and internal communications. Managed multiple projects.

ORGANIC BOUQUET.COM – ORGANIC STYLE.COM

San Francisco, California,
Creative Direction, 2009

Designed homepage, UI, banners, email, and newsletters. Created print advertising, collateral, and packaging. Built brand and style guides. Provided photo art direction. Managed designer and HTML.

BECKER MEDIA ADVERTISING AGENCY,

Oakland, California, Art Director (Project Basis), 2009-2011

Developed brand-building strategies. Created print advertising and collateral, including point of sale materials.

EDUCATION

CUESTA COLLEGE, San Luis Obispo, California
Degree in Fine Art

CERTIFICATIONS

Center for Electronic Art, Certificate in Web Design,
University of California, Berkeley Certificate, Graphic Design Program

COMPUTER SKILLS

Adobe CC, Figma, Outlook, PPT, Word, Excel, Slack