

JACK CARNEVALE

Art Director

(614) 578-4685
jackcarneva@gmail.com
jackcarnevale.com

A versatile and accomplished Art Director with a robust background in commercials, installations, marketing events, television and film; I am poised to seamlessly transition into the dynamic realm of advertising and marketing. I am proficient in graphic design, adept in art direction, and experienced in effective team management. I bring a unique blend of creativity and strategic thinking to deliver compelling visual solutions. Eager to leverage my diverse skill set to drive impactful campaigns and elevate brand narratives, I am committed to contributing as an invaluable asset to your company.

Production Designer *Big Deal Pictures, The Film Forge, Columbus, OH*

1/2024-Present

- Supervised the entire art department including art directors, set decorators, prop masters, carpenters, painters and production assistants. I managed their work loads, schedules and communicated time lines in order to ensure that projects were planned, approved, and completed on time and within budget constraints.
- Worked alongside writers and directors to make sure the visual tone of the production was sustained, both aesthetically and narratively. I achieved this by reflecting the characters and their development through set dressing, construction techniques and color theory.
- Developed a color palate for the visual look of a project using color theory, color psychology and thematic analysis to determine which colors would help tell the story.
- Designed the sets using Sketchup and rendering techniques using Vray, after which I transferred into blueprints. I then oversaw their construction and installation.
- Designed logos, posters and packaging using Photoshop and Illustrator. I then oversaw their fabrication and installation.
- Built and managed a budget within the constraints given to me by the producer. Especially on jobs with smaller budgets, it was important to know how to allocate funds to get the most out of them.

Art Director/Supervising Art Director *Roku TV, Apple, McDonalds, Spectrum, Xfinity, etc., Los Angeles, CA*

9/2019-1/2024

- Managed several groups within the art department including graphic designers, junior art directors, construction department, and set dressers.
- Designed sets using Sketchup and rendered them using V-Ray. Once rendered I would show the images to the director for approval. Once approved, I would transmute 3D drawing into a 2D build plan for construction.
- Oversaw construction and paint departments (up to 30 people) and ensured that construction went according to plan.
- Designed logos, signage and packaging using Illustrator, Photoshop or both. Once designs were approved, I would oversee the physical fabrication of the graphics, either by making them myself or communicating to a sign fabricator what materials and style were needed.

Assistant Art Director *Netflix, Fox TV, Burger King, Nissan, Wendy's, Peleton, etc., Los Angeles, CA*

6/2015-9/2019

- Primarily, I was in charge of the construction and paint departments, making sure their builds were on time and accurate to the drawings. I also was in charge of delivering instructions to our production assistants.
- Used Sketchup and Vray to design sets. Once approved, I would turn my 3D drawing into a 2D build plan using Layout for construction to build.
- In charge of graphic design. I used Illustrator and Photoshop to carry out the production designer or directors vision.
- Designed look books for presentations. These books are PDF's communicating the artistic direction of the piece i.e. the style, colors, and even specific pieces of furniture we were planning on using for the sets.

Art Production Assistant *Film Production, Los Angeles, CA*

9/2012-6/2015

Office Production Assistant *Film Production, Los Angeles, CA*

12/2011-9/2012

EDUCATION

The Ohio State University

BA in Art History

9/2007-8/2011

SKILLS

HARD SKILLS Graphic Design, Project Management, Interior Design, Architectural Design, Color Theory, Fabrication.

SOFTWARE Illustrator, Photoshop, InDesign, After Effects, Sketchup, V-Ray Rendering, LayOut, CAD, ProCreate, Chatgpt, Leonardo image generator.