

TANYA K. MANGONE

SENIOR ART DIRECTOR & DESIGNER

 Astoria, NY

 tkmangone@gmail.com

 [Download PDF](#)

SUMMARY

I am an award-winning, deeply driven, strategic, big ideas creative with over a decade of experience in B2B, financial services, tech, health, B2C and culture. I excel at thinking strategically while bringing brands and creative to life. I firmly believe in removing ego and being adaptable, with a conviction that collaborative input is invaluable for producing the best, most impactful result. I bring a strong sense of ownership and an approachable leadership style to the table.

EDUCATION

Bachelor of Arts Degree

University of Vermont, Burlington, Vermont
May 2011 | Major: Studio Art

Bachelor of Science in Business

University of Vermont, Burlington, Vermont
May 2011 | Concentration: Marketing

AWARDS

Global Ace Awards | 2023, 2024
Invited to Judge Global Ace Awards 2021
B2 Awards | 2019, 2021, 2022, 2023, 2024
The Drum Awards | 2018, 2020, 2022, 2023, 2024
Elevation Award | 2022, 2023, 2024
Webby Award | 2018
Interactive Media Awards | 2018
Gold Muse Creative Awards | 2017
American Alliance of Museums | 2016

SKILLS

Expert in Adobe Creative Suite (Photoshop, Illustrator, Indesign, Xd, Dimension) and Figma — prototyping and user interface design (UX) and Sketch

Expert in Graphic Design: design systems, typography, imagery, color and layout; Branding, Art direction including photography and video

Proficient in prompt engineering using AI such as Midjourney and Firefly to aid in concept and design execution

Proficient in Microsoft Suite including – Outlook, Teams, Powerpoint, Word

EXPERIENCE

SENIOR ART DIRECTOR USA | PARK & BATTERY

New York, NY April 2024 — Present

Park & Battery is ADWEEK's 2024 B2B Agency of the Year, as well the Association of National Advertisers (ANA) Agency of the Year three years running. At Park & Battery, I serve as Senior Art Director working side-by-side with the Creative Director to shape award-winning campaigns that bring depth and vibrancy to brands. I lead the design vision across channels, helping craft and deliver stand-out creative ideas that resonate in pitch rooms and in the market. For clients such as Thermo Fisher Scientific, Avis, Esquire Bank & Kaiser Permanente. My role is pivotal in securing new business—my concepts and visual storytelling have helped win multiple pitches and elevate the agency's reputation. I thrive at translating brand strategy into bold, cohesive executions that connect meaningfully with audiences.

- Expert at translating abstract or technical subjects into clear, elegant visuals—from brand identities and data-driven infographics to immersive digital experiences.
- Known for sharp aesthetic judgment, versatility across mediums, and the ability to craft cohesive, high-impact design systems that resonate with diverse audiences.
- Work across mediums and teams as an expert in web and experiential design, trade show environments, and integrated print-digital campaigns — from concepting and art direction to photoshoot planning and full execution.

FREE LANCE SENIOR ART DIRECTOR

New York, NY January 2024 — Present

I have joined teams both at agencies and in-house to bring creative to life for clients such as Hyatt, WS Audiology, Thermo Fisher Scientific, Park and Battery, and Chatterboss — taking full ownership of projects and driving them to completion with stunning results.

SENIOR ART DIRECTOR USA | EARNEZT

New York, NY April 2023 — December 2023

Earnezt is an award-winning global B2B marketing agency. I joined the Earnezt U.S. team in its infancy to begin building out their creative offering in the US market. With an established client base and noteworthy creative in the UK, Earnezt brought me on to work with clients such as CO-OP Solutions, Fujifilm, Vodafone, and Trust Pilot. I helped Earnezt deepen client relationships in the US, produced beautiful creative and helped win several pitches.

Seasoned in web and print accessibility, following Web Content Accessibility Guidelines (WCAG)

Strong presentation skills, including new business and executive facing

Fluent in Russian, Conversational French & Spanish

Excellent written and verbal communication skills

Goal oriented & self-motivated, work independently and deadline-driven

Strategic thinker — strong problem-solving and analytical skills

Strong conceptual thinker, storyboarding, ideation and story-telling

Team oriented, strong commitment to team environment dynamics with ability to contribute expertise and take direction well at appropriate times

Strong leadership & managerial skills — confidently work well under pressure in fast-paced collaborative environment giving constructive feedback

- Own and lead breakthrough content design, that conveys complex information and concepts to users in simple, compelling, and consistent ways in collaboration with senior copywriters and strategists.
- Lead creative presentations and war-room meetings with client-side executive leadership to foster trusting relationships, prioritize client strategic goals, and empower the agency account team to further the relationship.
- Drive creative development for new business presentations; leverage industry knowledge and experience to help develop client specific strategic plans for new business presentations, including mockups
- Direct and execute visual design for the first award-winning US campaign for Fujifilm.
- Hired as first U.S. based creative to spearhead the formation of the creative team in the US market, initiated formulating processes for team building and quality assurance.

LEAD ART DIRECTOR USA | STEIN IAS

New York, NY

May 2016 — April 2023

During my 7 years at Stein IAS, I advanced from an Art Director to a Sr. Creative and became the Lead Art Director of Stein IAS offices world-wide. I was responsible for the overall level of quality of creative produced — developing concepts, executing designs, managing a team of designers and projects across three offices and mentoring junior creatives with different areas of expertise.

- Create impactful, creative, and award-winning work for US and international clients in the B2B space, including Weight Watchers, UL, Nuix, HSBC, Merck, NCR, MSCI, Zendesk, Veritas, ETS, IQVIA, Covance, Orasure, and many more.
 - Nuix “New Information Age” campaign far outperformed expectations, with response rates more than 3X higher than benchmarks — leading to over 5,700 MQLs and closing 200 net new logos to achieve revenue growth goals and delivering marketing sourced net new business revenue totaling 10% of overall company revenue
 - Merck Bravecto: Expect the Extraordinary campaign resulted in a #1 rank in Europe for cat flea and tick protection, a #3 rank for Bravecto globally in the ectoparasite market, and enabled Bravecto to achieve financial goals 2-3 years ahead of plan. 2016's Corporate Marketer of the Year by the ANA's Business Marketing Association.
- Lead major campaign development with strategic and unique conceptual design, at both brand and tactical levels— individually and in team settings across multiple media; including digital design and content, experiences, video, animation, illustration, print, outdoor (OOH), social, mobile, direct mail and ABM campaigns — through to mechanicals and production.
- Create and develop brand identities from inception of the brand strategy and idea to completion of brand style guides, creating functional, flexible design standards— systematizing and defining the brand to be simply implemented, embraced and adhered to in all executions.
- Mentor, manage and supervise junior creatives — helping to advance skills and career paths. Conduct personal development plans, including goal setting and quarterly reviews. Oversee recruitment of new designers and art directors.
- Strong organization and project management skills—develop timelines, delegate resources, manage priorities and tight workflows with a 10+ person team while managing multiple projects and multi-tasking with attention to detail.
- Work cross-functionally on integrated marketing campaigns and digital advertising campaigns with developers, engineers and production teams and vendors embracing a collaborative approach.
- Facilitate cross-discipline brainstorming sessions and discussions to generate fresh and innovative brand and tactical-level engagements in new media for clients based on creative briefs.

- Lead agency creative communication and presentations with client-side C-suite executive to articulate creative, establish rapport, and prioritize client strategic goals to meet marketing objectives.
- Collaborate with integrated teams including copy writers, strategists, client services, account, and project management to create striking, resonant, and strategic advertising based on market research & industry trends.
- Direct onsite photoshoots and video shoots — from concepting to casting, styling, wardrobe, hair/makeup and scenario brainstorming to retouching and post-production. Developing additional stock photography to support creative strategy.
- Develop new business presentations and concepts for prospective clients — 85% pitch rate success.

ART DIRECTOR | TRONVIG GROUP

Brooklyn, NY

September 2011 — May 2016

During my 5 years at Tronvig Group I was an integral part of both the strategic and creative teams, helping to develop the unique Tronvig Group Brand Diagnostic Process. My talent lies in the synthesis of ideas and turning insightful strategy into beautiful creative across all medium's digital media, print advertising, and outdoor.

- Directly impacted, met and, significantly surpassed client goals through comprehensive creative campaigns:
 - 100% increase in The Bronx Museum of Arts attendance through "Free Art" Campaign in 2012
 - Achieved the highest attendance recorded for any show in NMWA's history, 242% above the institutional average for special exhibitions. 67% of visitors specifically cited the advertising as the reason for going.
- Developed creative, brand, and marketing strategies based on qualitative and quantitative market research.
- Developed, presented, executed, and implemented creative concepts with a team, print, digital, and outdoor — based on the strategic summary and qualitative target audience research.
- Led creative process and team from inception through installation, including pitches, communicating with vendors and assessing proposals and estimates.
- Successfully communicated creative strategy and reasoning to client.
- Create and develop brand identities from inception of the brand idea to completion of brand guidelines, including logos.
- Travel throughout U.S. to clients on-location to participate and assist in strategic planning and company brand development workshop sessions, analyzing and synthesizing big picture problems in real-time.

CREATIVE DIRECTOR | MUSE INTERMEDIA

Brooklyn, NY

September 2014 — March 2020

- Increase visibility, visitation and time spent on websites by users to expand digital footprint of non-profit organizations and small businesses such as Center for Social Inclusion, World Science Festival, Sepsis Alliance, MyVacaya
 - World Science Festival, an annual science festival with an attendance of over 2 million — needed a way to connect with their audience before and after the festival. Not only did the design win a Webby — but it has exceeded industry standard metrics since launch.
 - MyVacaya, a company offering a new approach to LGBT+ travel needed a website as inclusive, bright and magical as their audience. We designed a site that met all

their needs and helped them make a real connection in the LGBT+ community—
with over 2.5M visitors within the first year.

- Lead designer and account executive on creative projects
- Principal contact for client communications and meetings from initial design through web development, along with vendor communications.