

**TOM VARACCHI**  
DESIGN DIRECTOR

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**EXPERIENCE**  
PROFESSIONAL

**DESIGN DIRECTOR, INCUBATION LAB** 2023 - PRESENT  
ELI LILLY

As the design lead, my role is to guide teams towards solutions that leverage design, technology, and medicine to create breakthroughs in healthcare by fostering a culture of collaboration and innovation.

**DESIGN DIRECTOR** 2021 - 2023  
R/GA

As a design director, my main focus is to lead multidisciplinary design teams, as well as build and launch systematic product design work. Clients: Google, J.P. Morgan Chase, Verizon, Goldman Sachs & vVARDIS

**SENIOR DESIGNER** 2020 - 2021  
R/GA

I have helped launch over 15+ projects with R/GA ranging from a 100+ page website redesign, to a campaign activation for the Super Bowl. Clients: Nike, ESPN, Samsung, Google, Lego, Express Scripts & Girl Scouts

**VISUAL DESIGNER** 2019 - 2020  
R/GA

While being a visual designer at R/GA my focus was in digital & campaign visual design. Some work featured in Ad Week, LBB & The New York Times. Clients: Johnson & Johnson, Reddit, TEDx, MailChimp, Uber & MetLife

**FREELANCE DESIGNER** 2018 - 2019  
R/GA

At R/GA as a freelancer my focus was in digital product design and campaign activations. Work for Verizon won a bronze at Cannes Lions. Clients: Verizon, Plated, DuPont, Nike, Samsung, Uber, ESPN & Fortnite

**PRODUCT DESIGN LEAD** 2015 - 2018  
KARGOE

At Kargoe, I created the branding as well as the entire UX/UI for the app, website and CMS backend for our brand partners. While working Kargoe, I oversaw design and development of the iOS and android product.

**DESIGN INTERN** 2015  
QUIRKY INC.

At Quirky Inc. I was a visual design intern with the in-house design team. While working at Quirky I was a part of the rebranding initiative. I was also tasked create a digital product experience for sister company Wink.

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**EDUCATION**

**BRANDING & INTERACTION DESIGN** 2017  
THE SCHOOL OF VISUAL ARTS

Graduated with a 3.9 GPA and a concentration in Product Design while double majoring in Interaction Design and Branding.

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**CONCENTRATIONS**  
DESIGN

PRODUCT DESIGN

CREATIVE STRATEGY

UX/UI

CREATIVE DIRECTION

VISUAL DESIGN

ART DIRECTION

BRANDING