

Ariane Cosso

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ART DIRECTOR / DIGITAL CREATIVE LEAD

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01 PROFILE

Creative Director and digital design leader with 25+ years of experience developing high-impact brand, digital and CPG campaigns for global hospitality, beauty, eCommerce and retail brands. Proven success leading creative teams, building scalable brand systems and delivering engaging experiences across web, email, social, packaging and paid advertising, combining hands-on creative execution with strategic leadership.

Hilton • Marriott • Virgin Hotels • Viceroy • Rosewood • FoxyBae • Keratin Complex

02 SKILLS

STRATEGY

Creative strategy, brand development, art direction, marketing creative

MANAGEMENT

Creative direction, team leadership, mentorship & training, workflow management, creative operations, project coordination

GRAPHIC DESIGN

Adobe Creative Suite, branding, typography, print design, digital advertising, motion graphics, social media creative, email marketing

WEB DESIGN

Figma, UI design, wireframing, eCommerce design, landing pages, design systems

TOOLS

Google Web Designer, HTML5/CSS, GSAP, ClickUp, Salesforce, Zendesk, G Suite, Microsoft Office

03 EXPERIENCE

Cendyn

2017 — 2026

Art Director / Director of Digital Media

2024 — 2026

- Led and mentored a high-performing digital design team delivering creative for global hospitality brands including Hilton, Marriott, Virgin Hotels, Rosewood and Viceroy.
- Led creative direction for multi-channel hospitality campaigns across email, social, display and paid media, delivering high-performing digital experiences for global hotel brands.
- Collaborated cross-functionally with Account Management, Paid Media, Ad Ops and stakeholders to develop performance-driven creative aligned with business goals.
- Built scalable design systems that improved creative consistency, streamlined production workflows and increased team efficiency.
- Directed rich media production, motion graphics and digital advertising across Meta, Pinterest, Google and programmatic platforms.

Manager of Digital Media

2021 — 2024

- Managed day-to-day creative operations and production workflows for a fast-paced digital media team.
- Designed and executed digital campaigns, interactive banners, email marketing and social creative for hospitality and enterprise clients.
- Partnered with copywriters, marketing strategists and developers to deliver cohesive, visually compelling campaigns.
- Maintained brand standards and ensured pixel-perfect delivery across multiple digital channels and platforms.
- Streamlined communication, timelines and asset delivery to support high-volume campaign execution.

Senior Graphic Designer

2017 — 2020

- Designed digital advertising, HTML5 banners, motion graphics and branded collateral for hospitality marketing campaigns.
- Supported creative production for email marketing, paid media and social campaigns while managing multiple deadlines.
- Collaborated with C-suite and internal and external stakeholders on designs aligned with client brands and campaign objectives.
- Produced optimized assets for web, display advertising and cross-platform marketing initiatives.

CableOrganizer.com

FORT LAUDERDALE, FL

2007 — 2016

Art Director

- Led the creative team and directed visual strategy across web, email, digital marketing, product packaging and print collateral.
- Supervised the redesign of a large eCommerce website, email templates and visual merchandising strategy to improve UX and conversion, resulting in increased sales.
- Collaborated with marketing, product development and leadership on creative for media campaigns and product launches supporting aggressive sales goals.
- Directed brand modernization across the digital ecosystem, defining the visual identity.
- Designed extensive print collateral including brochures, magazines and product catalogs with layouts exceeding 50 pages.
- Developed brand-aligned design systems to ensure consistency across web, email, social and print.

MDR Fitness Corp

SUNRISE, FL

2001 — 2005

Graphic Designer

- Designed packaging for cosmetics and supplement products, including go-to-market assets for products sold at Bloomingdale's, Nordstrom and Saks Fifth Avenue.
- Developed branded marketing materials for product launches, including brochures, direct mailers and promotional newsletters.
- Collaborated with product development and marketing to align packaging with brand identity and industry trends.
- Prepared final files for print production, ensuring quality control, color accuracy and on-time delivery.

04 EDUCATION

Hospitality & Tourism
Management

Florida Atlantic University · Boca Raton, FL

CERTIFICATE

Web Development

Atlantic Technical College · Coconut Creek, FL

CERTIFICATE

Graphic Design

McFatter Technical College · Davie, FL

CERTIFICATE

Industrial Design

Minas Gerais State University · Belo Horizonte,
Brazil

B.A.

05 LANGUAGES

Portuguese Native

English Fluent

Spanish Basic