
TONY FERRARA

ARTIST / MUSICIAN

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FerraraVisuals.com

Profile

Born and raised in Montreal, fluent in English, French and Italian. Motivated by Image, Motion & Sound, with over 35 years of experience in advertising and the music industry. Craving the next project to challenge my creativity.

Experience

FREELANCER, CREATIVE DIRECTOR / PADULO GROUP – 2003 - 2019

In addition to several agencies such as Taxi, Ogilvies, Cossette, Delux, etc.

I was responsible for the growth of Padulo Prive luxury brand advertising across the USA via a Co-Op insert program in leading magazines featuring jewelry and fashion. Several years were spent moonlighting at Cherry recording studio.

SENIOR DESIGNER, CREATIVE DIRECTOR / ALDO GROUP – 2000 - 2003

Overlooking design content for a large majority of the ALDO banners with full control over Pegabo and Simard & Voyer. From creative to layouts to presentation, on to art direction and production to ads, billboards, packaging etc...

PARTNER, CREATIVE DIRECTOR / GRAND NORD DESIGN – 1988 - 1999

We started a sister company named Grand Nord Design in 1988 which operated alongside Studio en Position, enabling us to expand into servicing major clients across Canada and the US. Together we were responsible for helping the Aldo Group go international.

FOUNDING PARTNER, CREATIVE DIRECTOR / STUDIO EN POSITION – 1985 - 1999

Studio en Position granted us extensive knowledge in pre-press, design, layout, illustration and so on, but most importantly, how to simultaneously manage and oversee the briefings, deadlines, budgets, direction and production of projects.

Education

Dawson College, Montreal, QC – Graphic Design, 1984

Skills

From pre-press to social media, I have touched it all, but specialties include photo retouch & manipulation, design & layout, creative & art direction, print, video production, sound design and audio recording. Expert knowledge of Adobe Photoshop, Illustrator, After Effects, Acrobat, QuarkXpress, Logic, MainStage, etc. Also a musician (keyboardist), composer, arranger and performer with love for all that's new, topped with extensive leadership skills. Please visit my site. FerraraVisuals.com
