The “Big Picture”
Sean Trapani
Creative Director @ The Archer Group

- Started as a Designer
- Been A LOT of different places
- Made Creative Director by 25
- I Love What I Do
The Art & Science of Digital
“BIG PICTURE”
Be hungry
Work harder than everyone else
Be great at something
Understand the process
Listen to EVERYONE’S ideas
Stay humble
Once you stop learning, its time for a change
Great work DOESN’T sell itself
Evolve
WHAT I LOOK FOR
WHAT I LOOK FOR

- Layout sense
- Typography skills
- Creativity
- Passion
- Drive
- Personality
- Cultural fit
The trouble with computers is they don’t have a beating thing in their chest.

It makes it hard for them to feel. Or care. Or ask about your mother.

That’s why we have people. Real people that sneeze once in a while.

METRO BANK The Good Bank.
JILL de la FUENTE
DESIGN PORTFOLIO

CANTUM TYPEFACE DESIGN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
SNEAKER NUMBER UMBRELLA AUGUST VOLTAGE EXHIBITION WINDOW
Q&A . DISCUSSION