

GIORGIA

VIRGILI

I am an art director, designer, illustrator, and problem-solver who blends strategic vision with artistic talent to create high-impact print and digital projects. With a keen eye for storytelling, I transform editorial needs into compelling visuals.

Highly organized, resourceful, and tenacious, I excel at managing projects, balancing priorities, and ensuring deadlines, budgets, and creative goals align. I build consensus, drive projects forward, and embrace new technologies to enhance design workflows while maintaining brand consistency.

Giorgia

Core Skills

- Art Direction & Editorial Design
- Project Management
- Brand Identity & Typography
- Infographic & Data Visualization
- Illustration & Creative Concepting
- Print & Digital Storytelling
- Video & Multimedia Production
- Team Leadership & Mentorship
- Budget & Vendor Management
- Fluency in English & Italian

Emerging Skills

- AI-Driven Design Tools (Adobe Firefly, MidJourney)
- Digital Storytelling & Interactive Media
- Agile Design Principles
- Data Visualization & Infographics

Education

- Loyola Marymount University, Los Angeles, CA Bachelor of Arts, History 1993; Minor: Italian and Design
- Ongoing AI & Digital Media Courses

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Senior Art Director | Stanford Magazine

2009 – present

- Led a full-scale redesign of the magazine across print, smartphone, and tablet formats, enhancing engagement and digital storytelling.
- Developed and implemented a centralized licensing database, streamlining photography and illustration rights management.
- Directed video content to complement print and digital storytelling, expanding the magazine's visual identity.
- Collaborate with the social media team to promote stories in dynamic and engaging ways.
- Manage and mentor a team of designers and production staff, fostering a high-performance creative environment.
- Oversee and optimize the annual art budget, ensuring high-impact visuals while maintaining financial efficiency.
- Spearhead infographics and data visualization initiatives, making complex stories more accessible to readers.
- Assign and supervise top-tier illustrators and photographers, leading successful collaborations and photoshoots.

Art Director | Stanford Alumni Association

2006 – 2009

- Revamped alumni engagement materials, leading to increased participation in key programs.
- Pioneered eco-friendly printing solutions, reducing environmental impact while maintaining brand integrity.
- Partnered with marketing and interactive teams to elevate SAA's branding and communication effectiveness.
- Juggled a high-volume workload, balancing creative and strategic demands across multiple projects.
- Hired and collaborated with top-tier vendors, illustrators, and photographers, ensuring visual excellence.

Art Director | Enterprise Events Group

2001 – 2006

- Conceptualized and executed branding and collateral for Fortune 500 corporate events, including event logos, print materials, signage, and digital assets.
- Designed and illustrated original artwork, bringing unique visual narratives to high-profile projects.
- Led end-to-end design processes, from initial concept to final production, ensuring seamless execution under tight deadlines.
- Managed large-scale design budgets, balancing creative ambition with cost efficiency.
- Negotiated print and merchandising costs, securing the best value for high-quality production.
- Presented creative concepts to sales teams, account managers, and corporate executives, shaping visual strategies for major events.

What You Should Know

- Led a magazine redesign that increased readership engagement in our younger readers
- Drove the creative vision for an award-winning magazine issue, securing industry recognition for excellence in editorial design.
- Developed and implemented a first-of-its-kind centralized licensing database for our organization, overcoming complex rights management challenges. Now the go-to resource for colleagues seeking guidance on photography and illustration permissions.