

Rita Sant Valentinas

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Global Art Director with over 15 years of experience in luxury beauty, fashion, and lifestyle. Specializes in brand identity, experiential design, and immersive storytelling, with the ability to lead and manage cross-functional creative teams. Based in Paris after a decade in NYC, bringing a unique perspective to every project.

KEY SKILLS

Brand Identity & Storytelling, Packaging & Visual Design, Integrated Campaign Direction, Creative & Team Leadership, Experiential & Retail Design, Creative Strategy & Concept Development, Art Direction & Photo Shoots, Trend Forecasting & Market Research

EDUCATION

B.F.A
Fashion Institute
of Technology,
New York

CERTIFICATE

Advanced Digital
Marketing
Wharton School
Boston

AWARDS

Gold Medal
Packaging Design
Innovation
Clinique, Holiday
Campaign 2019

LANGUAGES

English (fluent)
French (intermediate)
Lithuanian (native)

DESIGN SOFTWARE

Adobe Creative Suite,
SketchUp, Canvas,
Google Workspace,
Excel, ChatGPT

PROFESSIONAL EXPERIENCE

NEXT FRAGRANCE, VELUSPA , ADG CREATIVE, FOOD DESIGN COMPANY

Freelance Art Director / Consultant, New York & Paris, 2023 – Present

- Directed creative vision for high-profile projects, ensuring alignment with client brand identity.
- Created visual systems that communicated strategy across print, digital, and experiential formats.
- Developed immersive experiences that enhanced engagement across retail and digital platforms.
- Worked closely with clients and strategy leads to ensure consistent storytelling across all touchpoints.

L'ORÉAL LUXE

Creative Director, New York, 2020 – 2023

- Directed creative strategy and managed multidisciplinary teams to deliver 360° campaigns across digital, retail, and experiential channels.
- Led end-to-end development of new product launches, aligning brand goals with cross-functional teams and vendor collaboration for seamless execution.
- Increased campaign effectiveness by 40% through strategic storytelling and visual cohesion.
- Drove a 30% increase in revenue and cut production costs by 45% through efficient execution and creative problem-solving.

DEVACURL®, KIEHL'S, CLINIQUE, SHISEIDO, NARS, MOROCCANOIL®, ALICE+OLIVIA, DAVID YURMAN, CALVIN KLEIN, LAIRD+PARTNERS, MACY'S

Freelance Art Director / Consultant, New York , 2013 – 2020

- Created packaging, campaign visuals, and retail activations across digital and physical touchpoints.
- Directed seasonal launches, brand books, and store window concepts for high-impact consumer appeal.
- Designed innovative packaging concepts and 3D/2D renderings for product launches.
- Partnered with vendors to ensure cost-efficient, high-quality fixtures.
- Conducted market research to inform design decisions and stay ahead of trends.
- Managed multiple projects simultaneously, ensuring timely delivery and adherence to budget constraints.

NDV AGENCY

Art Director, Rome, Italy, 2012 – 2013

- Shaped visual identity and campaigns for hospitality, fashion, and cultural brands.
- Curated concept decks, photo shoots, and creative pitches for clients in fashion, hospitality, and culture.