



FRANK CORRIDORI

CURRICULUM VITAE

Creative Director - MOJO Ad®

Professor of Design &
Strategic Communication

Novak Leadership Institute
Affiliate Faculty

Artist & Designer

Chief Creative Awesomer™

Divergent Thinker &
Practitioner of Original Thought

CONTACT ME: *preferred contact via text @ 646-418-1295



HOME BASE (CURRENTLY)

505 Fay Street, Apt. #106
Columbia, MO 65201

e: fcorridori@gmail.com

c. 646.418.1295



MU CAMPUS OFFICE

140K Walter Williams Hall
Columbia, MO 65211-1200

e: corridorif@missouri.edu

o. 573.884.9615



<https://www.linkedin.com/in/frankcorridori/>

EDUCATION

Pratt

▶ Pratt Institute | BROOKLYN, NEW YORK - BFA IN COMMUNICATION DESIGN

My studies at Pratt focused on Strategic Visual Design and Mass Communication. My areas of focus included Graphic Design, Visual Storytelling, Integrated Campaign Design, Branding & Brand Building, Semiotics, and Interactive Design.

While studying at Pratt, I freelanced as a Design Consultant, Illustrator, Photographer, and Interactive/Web Designer

Relevant Skills: Adobe® Creative Suite, Creative Strategy, Brand Strategy, Graphic Design, Creative Direction, Product Design, Project Management, Design Thinking, Branding & Identity, Art Direction, Strategy, Photography

TSOA

▶ The School Of Architecture (at Taliesin) (TSOA) | SPRING GREEN, WISCONSIN - CERTIFICATE

Completed certificate program in architectural design in order to further my knowledge and experience in design processes, as well as learning three-dimensional design processes in software like Rhino, Sketchup, Cinema 4d and Sculptrip. The program also focused on computer-aided iterative / parametric design processes utilizing programming methods in Python.

Relevant Skills: Architectural Design, Project Management, Rhino® 3D, Grasshopper®, Python, Design Thinking

Novak

MU

▶ Novak Leadership Institute | COLUMBIA, MO - CERTIFICATE

Completed certificate program at the David Novak Leadership Institute at the University of Missouri. Coursework focused on David's "taking people with you" leadership principles that he created as an employee-centric, team-centric, CEO and servant-leader during his years at the helm of PepsiCo.® and YUM!® Brands. Certification on David Novak's principles on leadership qualified me to teach as an affiliate faculty member for the Novak Leadership Institute.

Relevant Skills: Interpersonal Leadership & Management, Project & Team Management, Career Development & Coaching

EXPERIENCE

Professional Design Consultant + Speaker

Consultancy Studio Monikers: Corridori Design Co.®, Atelier 77®

Consulting Experience in Visual Communication and Branding

▶ PROFESSIONAL DESIGN CONSULTANT + SPEAKER

SPECIALIZING IN BRANDING, GRAPHIC & VISUAL DESIGN, ART DIRECTION, AND STORYTELLING

Consultancy Studio Monikers: Corridori Design Co.®, Atelier 77®

Consulting Experience in Visual Communication and Branding

- Specializing in visual design and branding to enhance brand connections with target audiences through strategic storytelling.
- Leveraging writing skills to create compelling brands with strong narratives, executed across interactive and video media.
- Frequent public speaker and lecturer on visual communication and branding strategies for engaging fragmented media landscapes.

Recent Role: Professor and Creative Director

- Focus on the 18-24 year-old demographic, often referred to as YAYA® (Youth and Young Adults), a key target market for marketers.
- Lead MOJO Ad® in producing annual, research-driven reports on youth market trends, offering actionable insights for effective engagement.
- Expertise in understanding and connecting with a demographic deeply integrated with digital media and technology. ■



PORTFOLIOS / MONOGRAPHS &
ELSEWHERE ON THE WEB...



<https://cargocollective.com/iamfrank>



<https://cargocollective.com/fcorridoriphotography>

EXPERIENCE (CONTINUED...)



(1 of 5)

EXPERIENCE (CONTINUED...)

▷ **MOJO Ad®** | COLUMBIA, MISSOURI

CREATIVE DIRECTOR / MOJO Ad® (09.10 – PRESENT)

Creative Director for MOJO Ad®, the University of Missouri's premiere student-staffed advertising agency.

- Develop and lead integrated advertising campaigns targeting the YAYA® (Youth & Young Adult) Market for national clients, including TGIFriday's®, Walmart Sustainability®, Hallmark®, NASA, Wilson Athletics®, Fantastic Beasts™ launch for Warner Bros.®, Nestle-Purina®, Sour Patch Kids™ for Mondelez International®, Dairy Queen®, and more. Oversaw creative teams to produce data-driven, strategic campaigns, ensuring real-world experience for students. Guided teams in crafting polished, research-backed campaigns, fostering a professional environment. ■

▷ **University of Missouri** | COLUMBIA, MISSOURI

PROFESSOR (PROFESSIONAL PRACTICE),

CREATIVE DIRECTOR / MOJO Ad® (09.10 – PRESENT)

- Developed curriculum and teach multiple advertising and design courses, from introductory to advanced levels. Lead fully integrated campaigns for clients like Ford®, Chevy®, Nike®, Nutella®, Vespa®, MGM+®, and Manhattan Mini Storage® spanning print, video, audio, and digital mediums.
- Mentor students one-on-one in strategic, conceptual, and design skills, focusing on real-world application.
- Manage MOJO Ad® as Creative Director, fostering hands-on learning and industry preparation. Teaching philosophy emphasizes practice, iteration, and individualized mentorship.
- Significantly increased interest in visual design courses, doubling enrollment through the creation of engaging online interactive course content, and partnership with interesting, relevant, student-centric real-world clients and projects.
- Created and operate in an award-centric environment starting from zero, to our agency and many of my students being recognized with well over 50 prestigious national and regional industry awards including the American Advertising Federation Awards, and the National Student Advertising Competition Awards.
- Led and taught a course on leadership based on the writing and professional experience of David Novak ex-CEO of Yum!® Brands and PepsiCo.® at the Novak Leadership Institute, University of Missouri.
- Coursework and student portfolio mentorship increased overall post-graduate job placement at top national and international organizations like Apple, BBDO, Goodby / Silverstein, Droga5, and 72 & Sunny. ■

▷ **University of Missouri** | COLUMBIA, MISSOURI

WORKSHOP DESIGNER & COORDINATOR,

MU STRATCOMM SUMMER IMMERSION WORKSHOP (09.19 – PRESENT)

- Designed and lead an immersive week-long StratComm Summer workshop for high school seniors from diverse backgrounds.
- Created curriculum covering strategy, design thinking, creative ideation, copywriting, account service, and PR.
- Collaborate with industry professionals and national agencies to provide real-world insights and guidance.
- Guide students in developing integrated campaigns for real-world clients.
- Program aims to increase diversity in the strategic communication / advertising / PR industry and recruit top talent to the University of Missouri and MOJO Ad®.
- Increased enrollment in the University of Missouri Strategic Communication Program through recruitment and involvement in workshop curriculum. ■



PORTFOLIOS / MONOGRAPHS & ELSEWHERE ON THE WEB...



<https://cargocollective.com/iamfrank>



<https://cargocollective.com/fcorridoriphotography>



pure ▶ Pure | COLUMBIA, MISSOURI

VICE PRESIDENT OF DESIGN / DESIGN DIRECTOR (07.09 – 09.10)

- Relocated from Phoenix to Columbia, MO to join Pure, a startup agency focused on an “anti-agency” philosophy.
- Tasked with branding Pure as a national player and developing the design division from the ground up.
- Oversaw and managed all creative work on the agency side, elevating the overall creative product.
- Contributed to shaping the agency’s philosophy and culture, targeting a new type of client and creative talent. ■

MARTZ PARSONS ▶ Martz Agency | SCOTTSDALE, ARIZONA

CREATIVE DIRECTOR (11.07 – 07.09)

- Joined Martz Agency to broaden experience in advertising, marketing, and PR, taking ownership as lead creative for major client accounts.
- Led identity, design, and marketing plans for launching new products, revitalizing established brands, and improving underperforming campaigns.
- Attracted and managed diverse business sectors beyond Martz’s real estate focus, enhancing and diversifying the agency’s portfolio.
- Helped high-end real estate clients differentiate in a competitive market. ■

Catapult Strategic Design ▶ Catapult Strategic Design | PHOENIX, ARIZONA

DESIGNER + ART DIRECTOR (10.05 – 11.07)

- Joined Catapult to expand experience in a design and advertising agency, leveraging versatility across various projects.
- Led projects in package design, identity, interactive design, annual reports, ad campaigns, environmental graphics, and signage.
- Managed entire project lifecycle, from concept to execution, working directly with clients and overseeing delivery.
- Applied strong project management skills honed from previous roles, contributing to Catapult’s broad project portfolio. ■

Urban Archaeology ▶ Urban Archaeology | NEW YORK, NEW YORK

DESIGNER + ART DIRECTOR (05.02 – 10.05)

- Began career at Urban Archaeology while studying at Pratt, freelancing on web design and marketing materials.
- Offered full-time position post-graduation, staying on for three years to build and enhance the company’s brand.
- Led design projects across website, marketing, and promotional materials, contributing to the company’s growth.
- Took on diverse roles, including photography, website coding, and production, managing all aspects of design from concept to execution. ■



PORTFOLIOS / MONOGRAPHS & ELSEWHERE ON THE WEB...

<https://cargocollective.com/iamfrank><https://cargocollective.com/fcorridoriphotography>

HONORS & AWARDS

▶ **Graphis®** | PUBLISHED / AWARDED WORK*BOY SCOUTS OF AMERICA CAPITAL DEVELOPMENT BRAND DESIGN**Capital Development campaign brand / logo designed for the Boy Scouts of America awarded and published in Graphis®*▶ **Graphic Design USA®** | PUBLISHED / AWARDED WORK*URBAN ARCHAEOLOGY BRIDGEHAMPTON ANNOUNCEMENT**Announcement design / invitation for the opening reception of the Urban Archaeology Bridgehampton Location in collaboration with Elle Decor® and Architectural Digest®.*▶ **American Advertising Federation Awards™** | MULTIPLE AWARDS*MULTIPLE AWARDS FOR WORK DONE AT PURE**My work at Pure recieved multiple awards and honors through the American Advertising Federation in various categories for a variety of media including brand development / design for my work on the Pure brand, interactive design for the Pure website, and integrated campaign work in a variety of categories for a wide range of clientele.*▶ **Telly Awards®** | SILVER TELLY*SKORCHER :30-SECOND TELEVISION SPOT**Awarded for concept / writing, direction, and cinematography for a 30-second spot for a piece of innovative patented exercise equipment called the "Skorcher".*▶ **Stage / Bandstand Design - Mazomanie, WI** | HONOR / DISTINCTION*BUILT / ERECTED STRUCTURE**My stage / bandstand design was selected by a panel of distinguished visiting judges in the fields of architecture, fine art, industrial, and transporation design for construction in the town of Mazomanie, WI. The structure was built and erected in the town square after juried selection, and currently stands on the committee selected site today.*▶ **William H. Byler Distinguished Professor** | HONOR / DISTINCTION*NOMINATION**Nominated for the William H. Byler Distinguished Professor Award. The award was established in 1978 by Dr. William H. Byler, senior vice president for research, U.S. Radium Corp., for recognition of outstanding abilities, performance and character.*▶ **Distinguished Advertising Educator Award** | HONOR / DISTINCTION*NOMINATION**The Distinguished Advertising Educator Award honors an educator who has been a consistent mentor to students, has supported the success of the advertising industry through research, teaching and advocacy, and has been engaged in the advancement of the mission of the AAF through activism within the organization***PORTFOLIOS / MONOGRAPHS & ELSEWHERE ON THE WEB...**<https://cargocollective.com/iamfrank><https://cargocollective.com/fcorridoriphotography>

VOLUNTEERING

**Grade-A-Plus®** | COLUMBIA, MO

PRO-BONO PHOTOGRAPHY

<https://www.gradeaplusinc.org>

Grade-A-Plus® is an organization that helps at-risk and struggling high school students achieve through tutoring and mentorship. I took professional photos of the staff and tutors in-action with students for marketing materials, website, and social media.

**RockBridge H.S. / Hickman H.S.** | COLUMBIA, MO

YEARBOOK STAFF ADVISING / MENTORSHIP / WORKSHOP

<https://rbhs.cpsk12.org>

I've served as a mentor and advisor in layout design, print publication design, and graphic design for both the RockBridge and Hickman High School yearbook staff in Columbia, MO.

**PORTFOLIOS / MONOGRAPHS & ELSEWHERE ON THE WEB...**<https://cargocollective.com/iamfrank><https://cargocollective.com/fcorridoriphotography>**end.**