

CORY INFANTINO

Creative Director | Brand, Creative & Product

WWW.CORYINFANTINO.COM

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Senior creative and brand leader with 12+ years of experience leading brand strategy, creative systems, content, and digital experience across large-scale eCommerce and global marketing organizations. Known for building high-retention teams, defining scalable brand narratives, and designing operating models that enable consistent, high-quality execution through periods of growth, acquisition, and organizational change.

Cory's mission is to create clarity between brand, product, and people so creativity can scale without losing its purpose.

Experience

Kroger eCommerce | Vitacost

Creative Director & Digital Product Strategist (2015-2026)

Brand, Content & Creative System Leadership

Senior owner of brand strategy, creative systems, and content operations since 2015, guiding Vitacost through sustained growth, platform evolution, and organizational change.

Serve as a cross-functional connector across creative, marketing, product, data, and technology teams, translating strategy into scalable execution during periods of ambiguity.

Lead creative decision-making during periods of unclear ownership or evolving organizational structure, establishing clarity through documentation, frameworks, and repeatable operating models.

Creative Organization & Operating Model

Rebuilt and led a 13+ person multidisciplinary creative organization, achieving the highest team retention in the company (tenure ranging from 6-10+ years).

Established structured intake, prioritization, and workflow systems, reducing turnaround times by ~35% and improving cross-functional alignment.

Implemented template-driven and automated production frameworks, reducing repetitive work by ~40% and enabling sustained growth in promotional and content volume without degradation.

Brand Evolution & Governance

Led multiple phases of brand evolution (2016-2024), including a full identity reboot, data-informed refinements, and modernization of brand standards to support trust, clarity, and scale.

Established brand governance systems—guidelines, toolkits, and approval models—ensuring consistency across digital experiences, content, packaging, and campaigns.

UX/UI & Digital Experience Ownership

Owned roadmap and execution for core digital experiences including navigation, merchandising, transactional flows, editorial surfaces, and lifecycle programs.

Guided iterative UX improvements through A/B testing and behavioral analysis, contributing to steady gains in engagement, retention, and conversion over time.

Partnered with enterprise stakeholders to support UX and art direction for Kroger digital initiatives, including Ship.Kroger.com and FredMeyer.com.

Content, Campaigns & Go-To-Market Execution

Led integrated content and campaign strategy across email, paid media, organic and paid social, SMS/MMS, and on-site experiences.

Developed narrative-led tentpole campaigns with unified creative guidelines across all touchpoints, delivering consistent incremental conversion gains.

Collaborated with analytics partners to evaluate brand engagement and campaign performance, using insights to drive continuous refinement.

Rolled out template and brand guideline systems to unify production.

Led cross-functional collaboration with marketing and UX teams on site redesigns and promotions.

Supported expansion into enterprise projects for Kroger digital properties.

Email Development & Production Lead (2014 - 2015)

Brought on to help rebuild the email department after team turnover. Designed and coded scalable email templates; mobile optimization lifted engagement by ~25%. Developed Basecamp project structure still used today; boosted team productivity

Web Designer / Production Artist (2012 - 2014)

Designed web banners, marketing emails, page mockups, and UX elements. Collaborated with PM on early workflow tools and production system. Contributed to design consistency across campaigns and site visuals.

Education

Florida State University

Bachelor of Science in Studio Art

Concentration: Graphic Design

Minors: Information Technology, Art History, Humanities

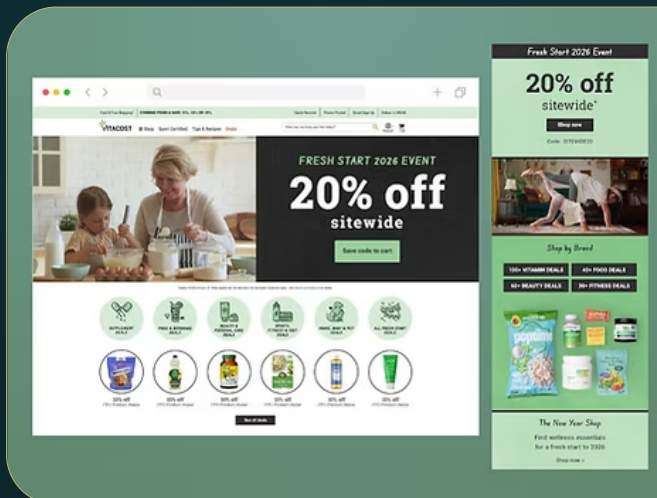
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BRANDING • DESIGN SYSTEMS • MARKETING



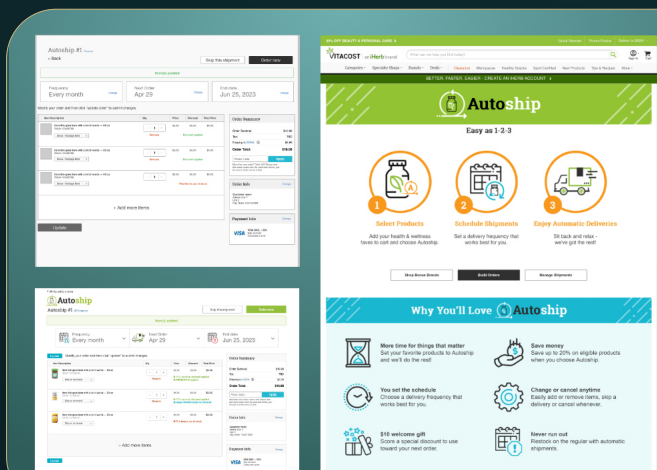
Brand Systems at Scale

How Vitacost's brand evolved across packaging, digital, and campaign touchpoints over time.



Marketing Systems

A look at the systems, templates, and campaign frameworks built to support high-volume creative production without losing quality.



UX & Digital Experience

Navigation, site structure, and customer experience improvements shaped through brand thinking and real-world eCommerce needs.

Portfolio & Case Studies

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