

CORY INFANTINO

CREATIVE DIRECTOR
BRAND, CREATIVE & PRODUCT

561.543.8932
coryinfantino@gmail.com
coryinfantino.com

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

March 2012-Present

Creative Director & Digital Product Strategist (2015 - Present)

Brand, Content & Creative Systems 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.

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, including guidelines, toolkits, and approval models, ensuring consistency across digital, content, packaging, and campaign touchpoints.

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)

Rebuilt email design and production foundations following team turnover, implementing scalable templates, mobile optimization, and project workflows that improved consistency and engagement.

Web Designer / Production Artist (2012 - 2014)

Supported marketing and UX initiatives through design production and early workflow collaboration across web and email channels.

Education

Florida State University

Bachelor of Science in Studio Art

Concentration: Graphic & Web Design

Minors: Information Technology, Art History, Humanities