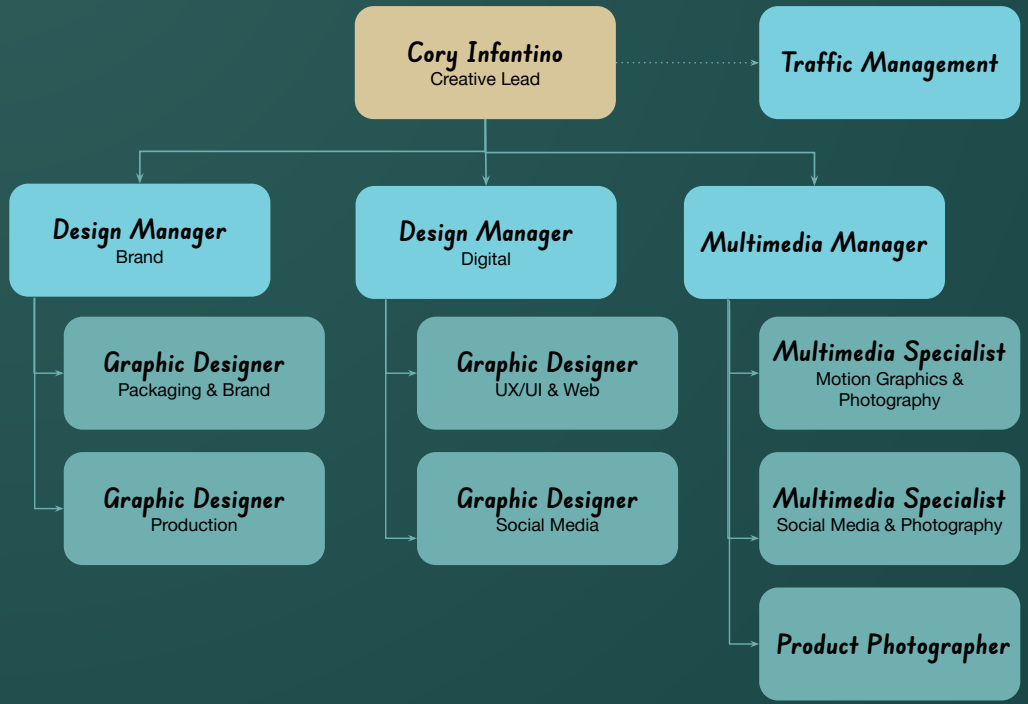


Cory Infantino

Creative Director | Brand, Creative & Product

Creative Leadership & Operating Model

Leadership through context, not control



Team Structure

Led a multidisciplinary creative team across brand, digital, multimedia, packaging, and production.

- Core team: 9–12 members
- Expanded team: 13+ for large initiatives
- Retention: 8–12 year tenure across core team

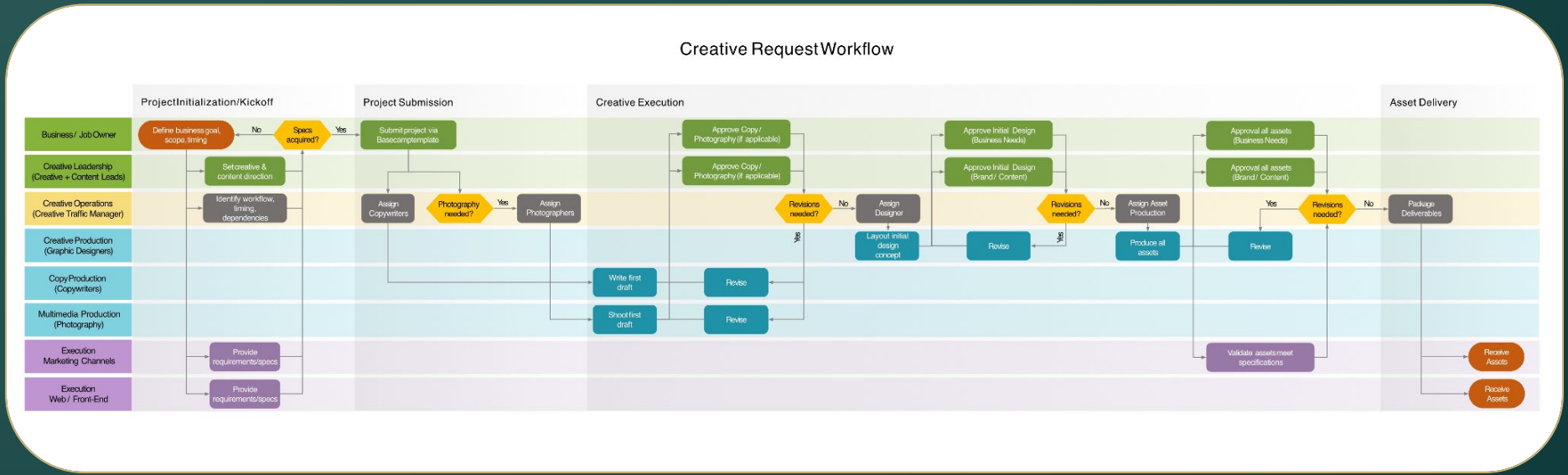
Built for daily ecommerce production as well as larger brand, campaign, photography, and packaging initiatives.

Built internal UX and multimedia capabilities, clarified ownership, and maintained a flexible all-hands-on-deck creative culture.

Workflow SOP

Built a repeatable intake-to-delivery workflow that clarified ownership, approvals, dependencies, and handoffs across creative, marketing, web, and production.

Goal: reduce ambiguity so the team could move faster without losing quality.



Vitacost Brand Evolution

From legacy ecommerce to scalable brand system

Catalog → eCommerce → Brand System → Product Architecture → Scalable Marketing

Over 14 years, I helped evolve Vitacost from a legacy ecommerce brand into a more cohesive creative system across site, marketing, packaging, and customer experience.

Early Digital Transformation: Catalog to eCommerce



2012



2013

Vitacost
take the cost out of healthy living

Legacy logo

Role at the time: Web / Graphic Designer

Supported Vitacost's early shift from a catalog-driven retail model into a fully digital ecommerce experience.

Helped build the foundation for:

- Reusable page templates
- Stronger homepage + promo layouts
- UI testing and optimization
- More consistent digital production

Key takeaway: Moving from catalog to ecommerce meant rethinking the entire workflow and department structure.



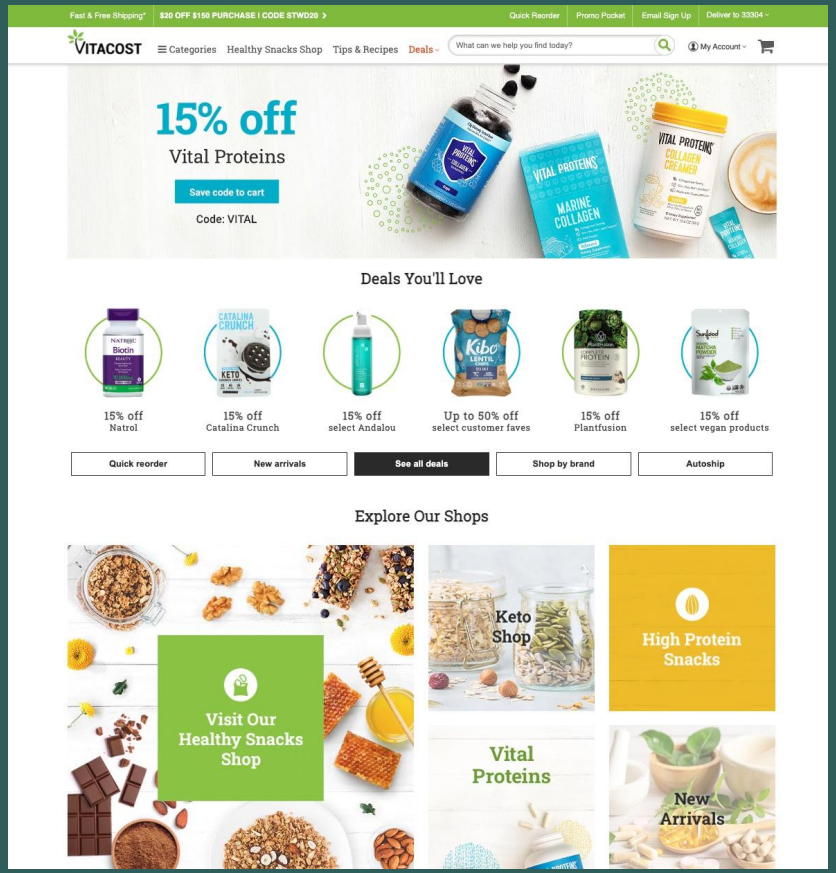
2016 Digital Evolution: Rebrand + Site Refactor

Role: Creative Director

Led Vitacost's first major brand modernization as the business moved from promotional ecommerce toward a more cohesive wellness brand experience.

- Refreshed logo, identity system, and internal style guide
- Refactored site and marketing surfaces for a more cohesive customer experience
- Shifted creative direction toward lifestyle-driven wellness imagery
- Helped build the foundation for an in-house photography and production model

Key takeaway:
Turned scattered legacy creative into a unified brand and ecommerce system and set the foundation for future evolution.



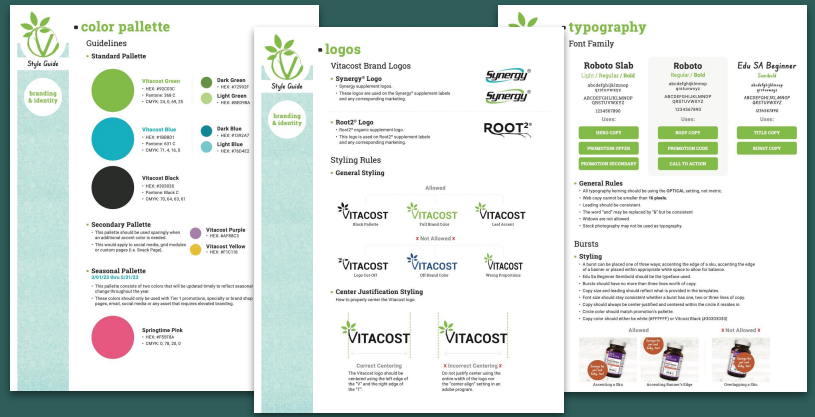
Evolving Beyond the Rebrand

After the initial 2016 redesign, my focus shifted from launching a new look to making the brand work consistently across site, marketing, campaigns, photography, and production.

- Evolved color, typography, photography, and visual standards over time
- Expanded lifestyle-driven imagery for a more human wellness experience
- Used UX/UI testing and marketing performance to refine layouts and templates
- Improved workflows as creative volume and channel complexity grew
- Moved campaigns from one-off assets into more consistent, scalable systems



Brand Guidelines



Style Guidelines

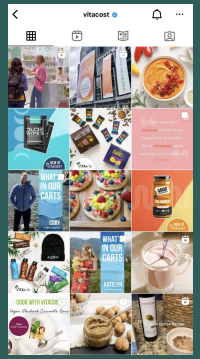
Brand + Style Guidelines

Created and maintained internal guidelines that turned brand direction into a working system for the full creative team.

Guidelines covered:

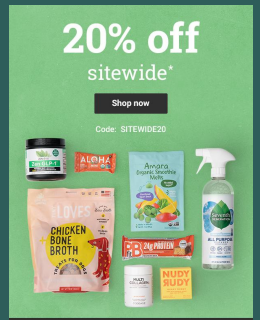
- logo usage and subbrand structure
- color, typography, iconography, and graphic elements
- photography and lifestyle styling
- site, email, campaign, and promotional standards
- reusable templates for faster, more consistent execution

Key takeaway:
Guidelines gave the team creative freedom inside a shared system.











Scaling the Brand Across Touchpoints

Extended the refreshed brand system across every major customer-facing channel:

- Web + ecommerce experiences
- Email and lifecycle marketing
- Social content
- Merchandising campaigns
- Private-label packaging
- Photography and product assets

Built consistency internally and externally, giving the team a shared system to create faster without reinventing the brand each time.





Private Label Packaging Redesign: 2016

Restructured Vitacost's private-label supplement line into a clear good / better / best brand system based on customer profiles and product positioning.

- **Vitacost:** everyday essentials / value-driven wellness
- **Synergy:** premium targeted formulas
- **Root²:** natural + organic ingredient focus

Impact: clearer product hierarchy, stronger shelf presence, easier customer navigation.







Private Label Packaging Redesign: 2025

Modernized Vitacost's private-label system around updated customer behavior, product strategy, and ecommerce needs.

- **Everyday:** value-driven wellness essentials
- **Advanced:** targeted premium formulas
- **Active:** sports nutrition + performance

Each line included Core and Premium tiers for clearer product navigation.

Built an automated in-house system for multi-angle photography and before/after transition assets, improving rollout speed and consistency across SKUs.

UX/UI & Product Design

Turning brand systems into measurable customer experience

A/B Testing • Seasonal Experiences • Autoship • Transaction Flow • UI Systems

Over time, the design work expanded from brand expression into the core customer journey, improving how shoppers discovered products, evaluated options, navigated key programs, and moved through ecommerce experiences.

A/B Testing + Iterative UX

Supported a high-volume test-and-learn culture across homepage, navigation, merchandising modules, and promotional experiences.

Testing scale:

- ~50 A/B tests annually

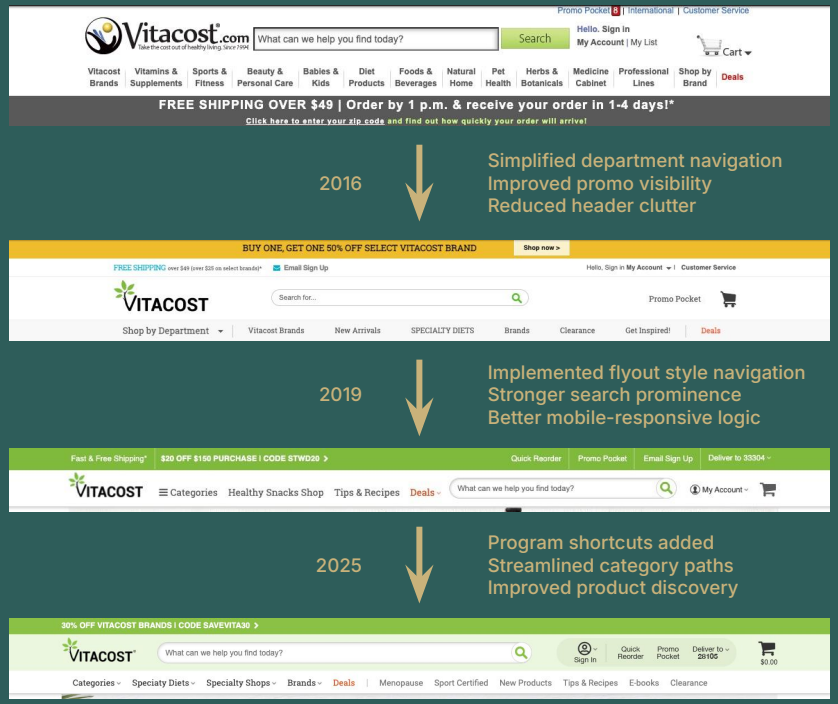
Testing/personalization program impact:

- ~$2.3M average annual incremental revenue from homepage personalization
- ~5% average annual AOV lift
- ~8% average annual items-per-order lift
- Sustained conversion gains among responding customers

Creative impact included:

- Header/navigation refinements
- Homepage personalization
- Promotional module testing
- Product discovery improvements
- Campaign layout optimization

Header/Navigation iteration through testing

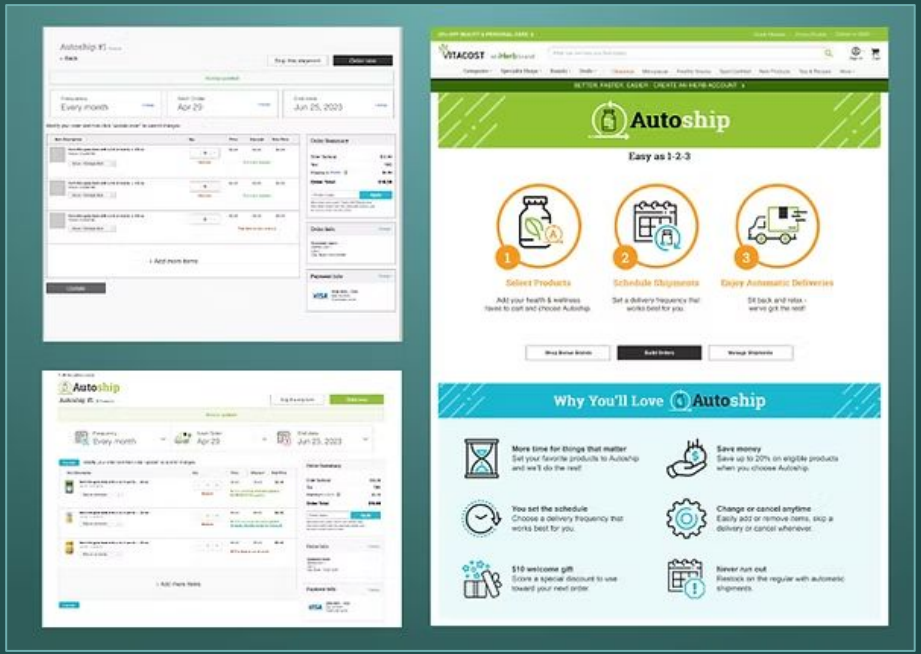




Merchandising Site Experiences

Created seasonal and lifestyle-based shopping experiences that connected campaign storytelling with product discovery.

- 70+ site experiences across seasonal, promotional, and category moments
- Included Holiday, Mother's Day, Back to School, Earth Month, Healthy Snacks, and New Year wellness
- Experiences achieved 25–33% average conversion rates



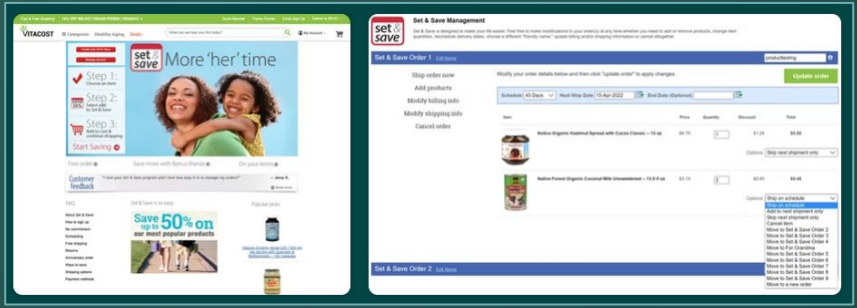
Site Experience: Autoship

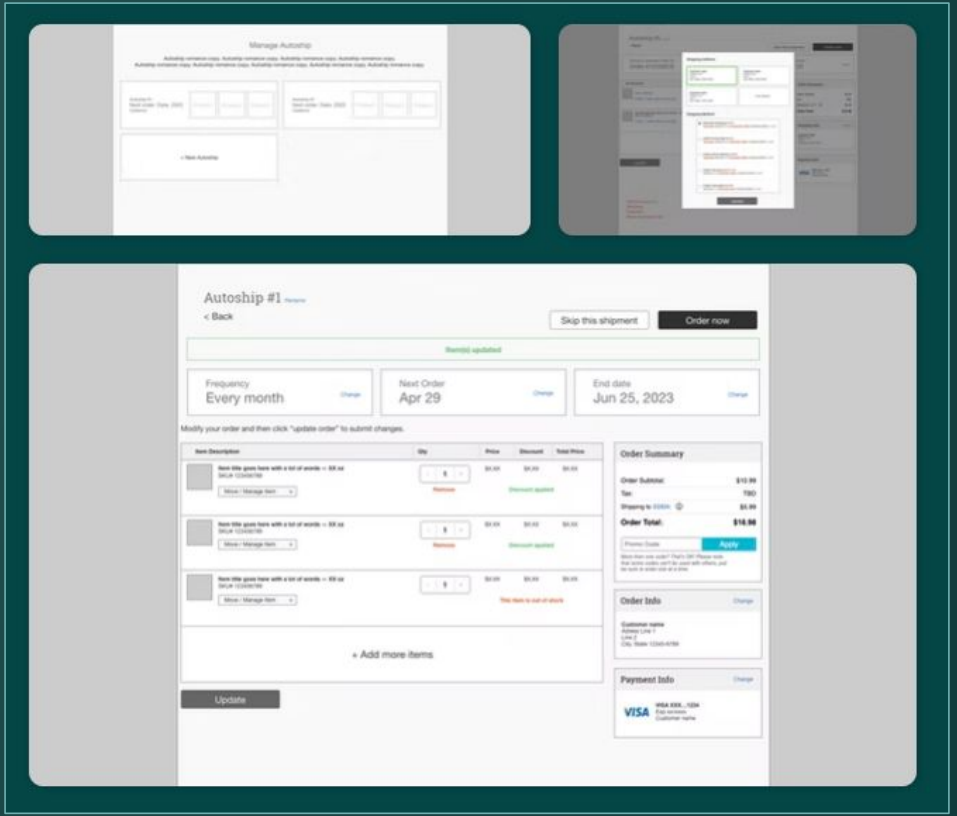
Autoship was a high-value retention feature, but the experience needed more clarity, trust, and consistency across the full customer journey.

Scope:
education → enrollment → cart → checkout → marketing

Connected UX, product thinking, brand, marketing, and implementation so the feature felt like a true Vitacost experience.

Site Experience: Autoship UX





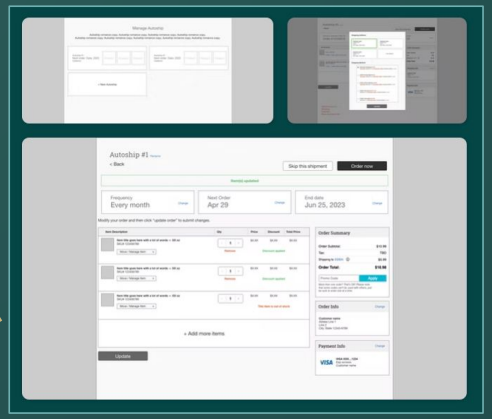
From fragmented feature to structured journey

Set&Save was valuable, but the customer flow was disconnected across touchpoints.

Wireframes clarified:

- discovery + education
- enrollment flow
- cart / checkout logic
- friction points
- technical constraints

Site Experience: Autoship UI + Brand



Once the flow was working, the design system brought Autoship into the broader Vitacost brand.

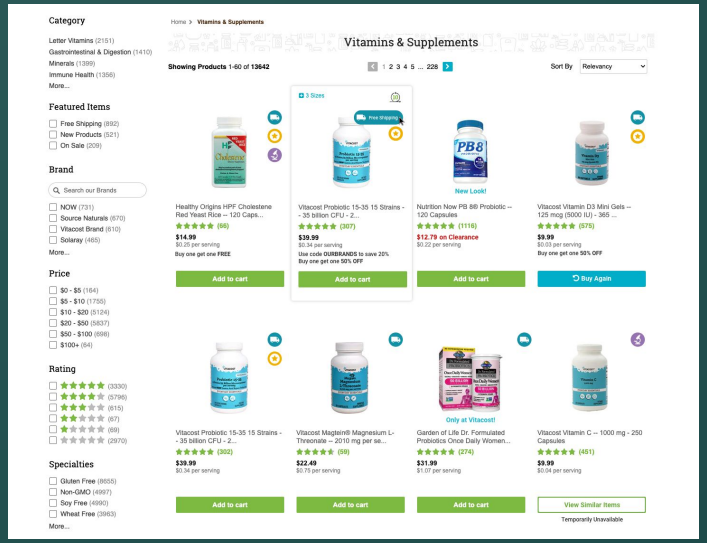
The goal was to make the program feel:

- easy to understand
- trustworthy
- visually consistent
- integrated across site + marketing
- worth adopting as a shopping habit



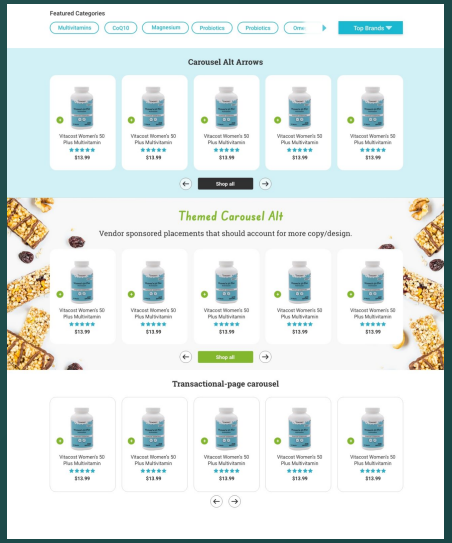
Site UX/UI

Extended UX/UI direction across product discovery, merchandising modules, and promotional shopping experiences.



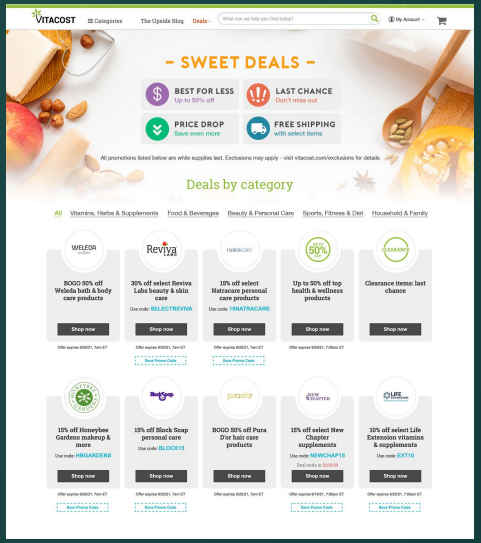
Product Attribute Icons

Clearer product signals, contextual CTAs



Product Carousels

Reusable and flexible merchandising patterns



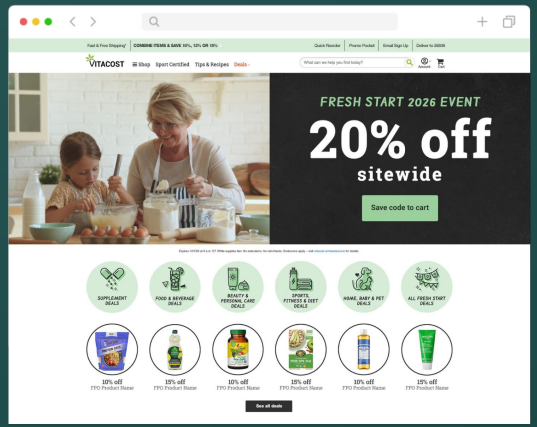
Deals Experience Page

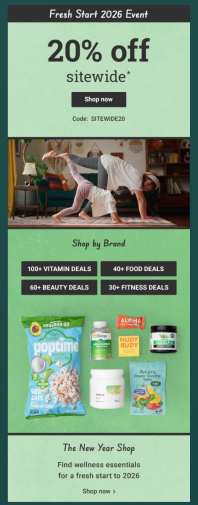
Better organized dynamic content and promo code “clipping” functionality

Marketing Campaign Systems

A tentpole campaign as a full-channel example

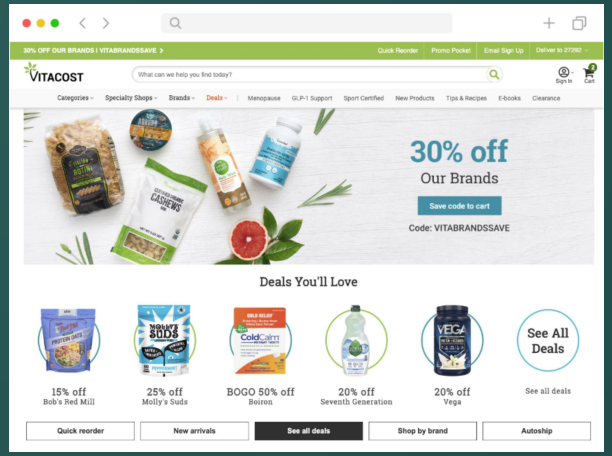
Site takeover • email • social • paid media • product merchandising • photography





Vitacost ran high-volume promotional campaigns year-round. My team turned recurring offers into cohesive brand moments across site, email, social, paid media, and merchandising.

Tentpole: Site Takeover

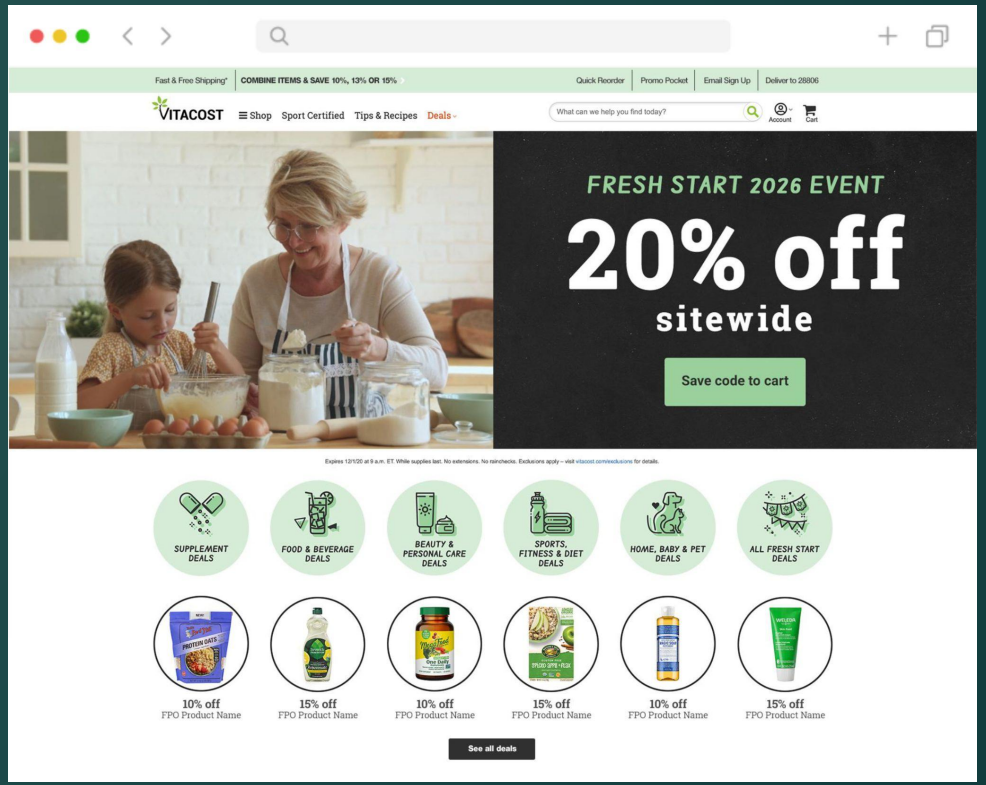


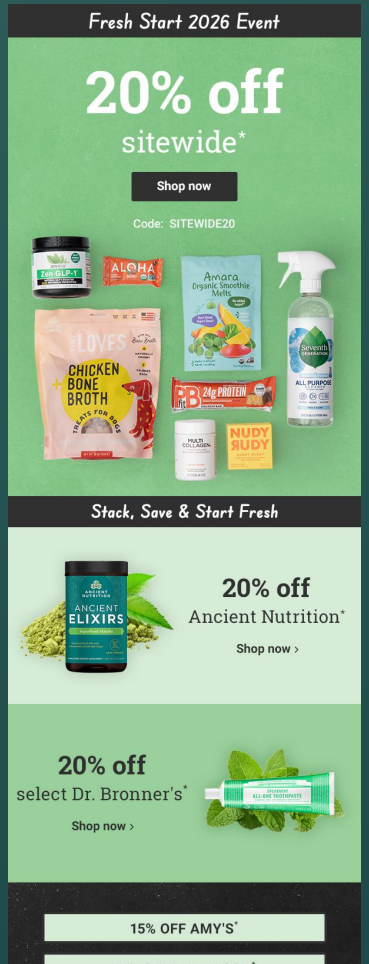
Turned a recurring promotion into a larger digital event through a custom site takeover.

The experience used:

- expanded hero creative with video and motion graphics
- stronger campaign imagery
- promotional deal modules
- event-specific navigation
- custom merchandising moments

Partnered closely with web and digital teams to make the creative direction work inside the live ecommerce environment.







Tentpole Marketing

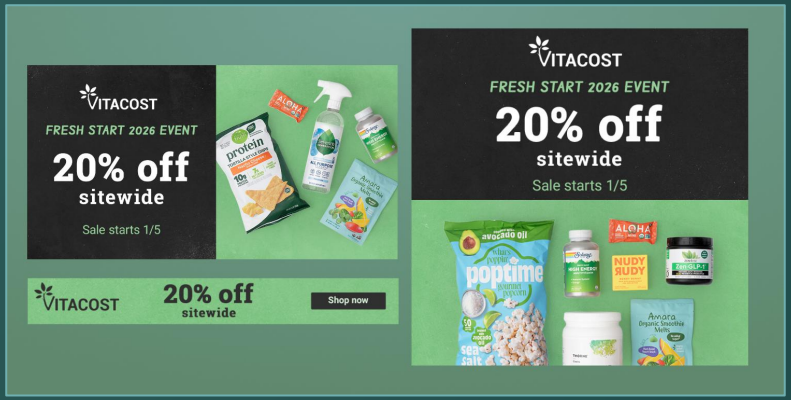
Email & MMS/SMS

Tentpole campaigns took over a high-volume lifecycle calendar, turning routine sends into a coordinated campaign system.

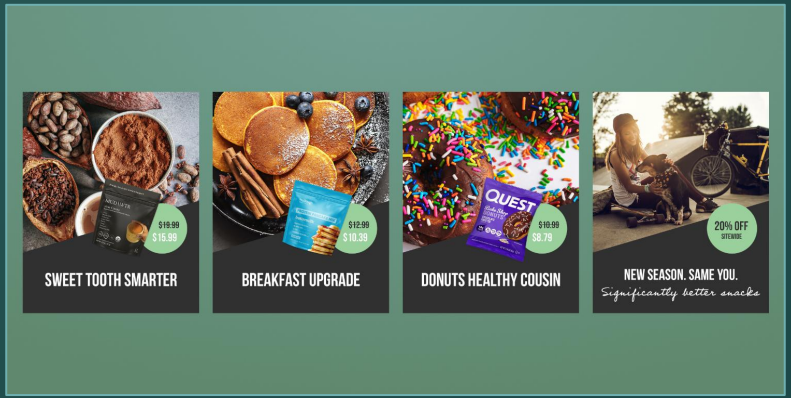
Typical volume:

- 10–12 emails per week
- 3+ MMS/SMS pushes
- Up to 20 creative executions during tentpole weeks

Creative challenge:
Keep each send fresh while maintaining one campaign theme, clear offer hierarchy, and consistent customer journey.



Paid Media



Social Media

Tentpole Marketing

Paid Media & Social Media

Tentpole campaigns extended beyond owned channels into paid, affiliate, and social placements.

Paid Media

- 30+ assets across affiliate and paid media partners
- Template system adapted by format, placement, and offer
- Creative refined over time through testing and partner feedback

Social Media

- Organic social produced in-house across stories, reels, and feed posts
- Paid social creative developed internally and optimized with external partners
- Messaging and imagery adjusted by platform while staying tied to the campaign theme

Multimedia

Building the visual asset engine behind the brand

Product Catalog Photography → Marketing Photography → Video + Social Content

As Vitacost's brand matured, multimedia became a core part of how we moved away from flat promotional design and toward a more ownable, lifestyle-driven wellness experience.













Photography + Multimedia Evolution

Built an internal multimedia function that evolved from product documentation into brand storytelling.

Started with:
high-volume product photography, editing, and asset management for ecommerce needs

Expanded into:
staged marketing photography that placed products in real-world wellness environments

Impact:
reduced reliance on stock imagery and Photoshop-heavy comps while creating a more natural, ownable Vitacost visual style











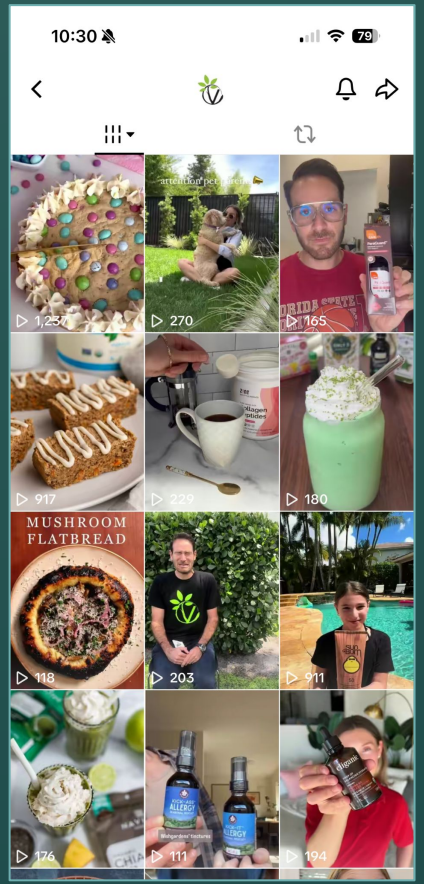
Product Photography + Asset Operations

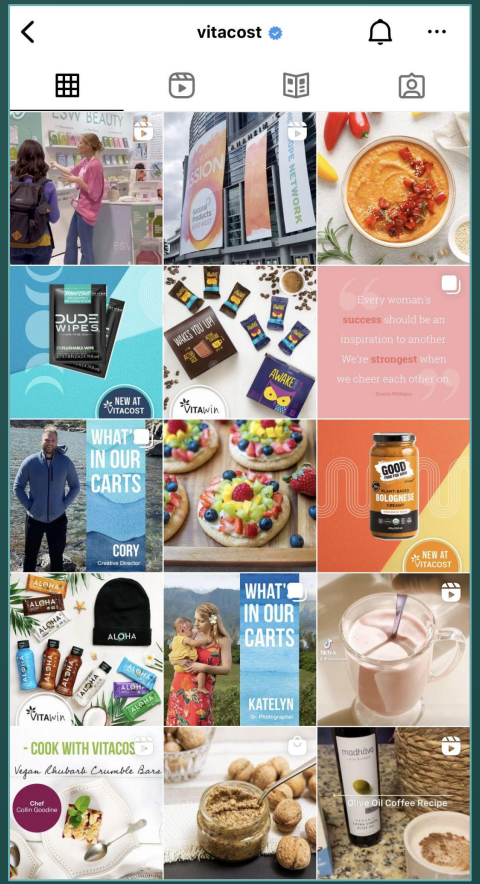
Managed the ongoing product photography pipeline for a large ecommerce catalog, supporting product launches, PDPs, merchandising, promotions, and packaging updates.

The system covered:

- product intake and prioritization
- photography direction
- editing and retouching
- file management and handoff
- ecommerce-ready product assets

Later, I improved efficiency through vendor image sourcing, image-generation workflows for house brand products, and multi-angle ecommerce asset support.





Video + Social Content

Expanded multimedia support from long-form YouTube content into faster, social-first formats as platform needs changed.

The team adapted through:

- short-form editing for Reels and TikTok-style content
- motion graphics and promotional video
- repurposing existing assets for social formats
- lightweight production approaches when budgets were limited
- channel-specific creative for campaigns and product education