

# Frank Piacitelli

Strategic Graphic Designer, Web Designer, and UI/UX Designer



## Summary of Qualifications

### Experienced Graphic Designer, Art Director, Creative Lead

- strategic approach
- wide variety of client and media experience
- expert hands-on skills {sketches, photoshop, indesign, illustrator, etc}
- highly skilled at typeface identification and typographic technique
- interpersonal written and verbal communication skills

### Web Design + UI/UX Leadership

- experienced web and interactive design + production leader
- sharp user experience focus
- skilled at translating client and user goals into strategies and real, tangible tactics
- comfortable in various client/vendor/partner/inhouse situations
- expert hands-on skills with design + html/css authoring

## Professional Experience

### Windstream Enterprise, Rochester, NY (Remote)

Senior Creative Strategist 03/2018 – Present

- Senior designer, part of in-house marketing communications team for large corporation, working on a wide variety of marketing and sales support applications, pieces, programs.
- Visual branding, application and extension of brand standards.

### EnerNOC, Rochester, NY

User Experience Designer 02/2018 – 03/2018

- Worked on customer / client dashboard responsive layout designs and documentation primarily using Sketch. Part-time contract position.

### Nazareth College, Rochester, NY

Adjunct Lab Instructor 09/2017 – 01/2018

- I taught the Web-Based Visual Design Lab for seniors and juniors in the Nazareth Art Department's Visual Communication Design program in the fall semester.

### Martino Flynn, Rochester, NY

Senior Art Director, Creative Supervisor, Associate Creative

Director, Digital Creative Director 9/2000 – 12/2017

- Personally designed a great volume of websites, publications, applications, emails, documents, and other media throughout my tenure.
- Led design, user experience, creative and production practices for websites & online media
- Managed and evolved internal design and development team, relationships with new media partners, and workflow of interactive projects.
- Constantly acted as a design advisor and sounding board for agency staff and clients.
- Contributed to countless proposals with strategy, tactics, budgets.

### Roberts Communications, Rochester, NY Art Director 2/1999 – 9/2000

- Designed, developed and maintained several web sites and CD-ROM projects.
- Directed interactive programming, multimedia, and video productions.

### ICE inc., Rochester, NY Art Director 10/1997 – 2/1999



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View samples of my work at [piacitelli.com](http://piacitelli.com)



References available at [linkedin.com/in/frankpiacitelli](https://www.linkedin.com/in/frankpiacitelli)

## Tools

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, AfterEffects, Animate)

Sketch

HTML, CSS, Bootstrap

CMSs (e.g., WordPress)

Email Marketing Tools (CampaignMonitor, MailChimp, Litmus)

## Education

BFA in Graphic Design, Rochester Institute of Technology, Rochester, NY

## Activities and Awards

AIGA Upstate New York Chapter board member, 2004–2008.

5 Rochester Advertising Federation ADDY Awards, including Judges' Special Recognition Award

4 PRSA PRism Awards

2 Rochester Business Journal "Best of the Web" Awards