

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
- practical knowledge of currently available techniques, best practices
- 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

Nazareth College, Rochester, NY

Adjunct Lab Instructor 09/2017 – Present

- I teach 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

Digital Creative Director 7/2010 – 12/2017

Associate Creative Director / Interactive 6/2006 – 6/2010

Creative Supervisor 6/2002 – 6/2006

Senior Art Director 9/2000 – 6/2002

- Personally designed a great volume of websites, publications, applications, emails, documents, and other media throughout my tenure.
- Led visual 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

- Sharpened my conceiving, design and presentation techniques.
- Designed print ads and collateral, developed web pages and online ads.

Roberts Communications, Rochester, NY Junior Art Director, Art Director 12/1995 – 10/1997

- Learned HTML and Flash on my own. Built early websites, banner ads, emails.



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View samples of my work at piacitelli.com



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

Tools

Adobe CC (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