

Frank Piacitelli

Graphic Designer, UI/UX Designer, Creative Director

» Summary of Qualifications

UI/UX + Web Design Leadership

- » 15+ years interaction design experience
- » 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
- » broad interactive production experience
- » expert hands-on skills with design + html/css authoring

Experienced Creative Director, Art Director, Designer

- » seasoned creative, graphic design background
- » wide variety of client and media experience
- » strategic approach
- » interpersonal written and verbal communication skills
- » expert hands-on skills {sketches, photoshop, indesign, illustrator, etc}

» Professional Experience

Martino Flynn, Rochester, NY

Digital Creative Director 7/2010 – present
Associate Creative Director/Interactive 6/2006 – 6/2010
Creative Supervisor 6/2004 – 6/2006
Director, Interactive Design 6/2002 – 6/2004
Senior Art Director 9/2000 – 6/2002

Lead user experience and visual design practices for all online and interactive media. Instrumental in evolving of agency's interactive and digital team and process. Grew interactive team from 1 to 5 people, and developed several new in-house capabilities. Define staff needs; identify, interview and hire candidates. Manage internal design and development team, relationships with all "new media" partners, and workflow of interactive projects. Contribute to countless proposals with strategy, tactics, budgets. Constantly act as a design advisor and sounding board for agency staff and clients.

Roberts Communications, Rochester, NY

Art Director 2/1999 – 9/2000

Concentrated on interactive media. Developed and maintained several web sites and CD-ROM projects. Directed interactive programming and video productions.

ICE inc., Rochester, NY

Art Director 10/1997 – 2/1999

Sharpened my concepting, design and presentation techniques. Continued to develop web design + development skills.

Roberts Communications, Rochester, NY

Junior Art Director, Art Director 12/1995 – 10/1997

Began to teach myself HTML and Flash. Developed many contacts with photographers and other creative partners.

MHW Advertising and Public Relations, Rochester, NY

Graphic Designer 2/1994 – 12/1995



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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)



19 Freshfield Rise
Fairport, NY 14450

Education

BFA in Graphic Design,
Rochester Institute
of Technology,
Rochester, NY, 1991

Awards and Activities

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

5 Rochester Advertising
Federation ADDY Awards,
including Judges' Special
Recognition Award (2005)

4 PRSA PRism Awards

2 Rochester Business Journal
"Best of the Web" Awards:
2007 for martinoflynn.com,
2008 for mirrorshow.com