

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 typography, 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 business and user goals into strategies and real, tangible tactics
- comfortable in various client/vendor/partner/in-house situations
- expert hands-on skills with design + html/css authoring

Professional Experience

Wegmans Food Markets, Rochester, NY

UI/UX Designer, 02/2020 – Present

- UI/UX Designer on Meals 2GO web application team. Agile team working 2-week sprints directly with product owner, developers, QA. Sketch, Zeplin workflow. Collaborative with other designers and marketing, IT, corporate stakeholders.

Windstream Enterprise, Rochester, NY (Remote)

Senior Creative Strategist, 03/2018 – 11/2019

- Senior designer, part of in-house marketing communications team for large corporation, worked on a wide variety of marketing and sales support applications, pieces, programs.
- Visual branding, application and extension of brand standards and templates. Provided design expertise for 580+ requests in a 20-month period.
- Helped define and refine tools and processes for collaborative workflow, file naming, archiving.

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.



View samples of my work at piacitelli.com



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



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Tools / Skills

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

Sketch, Zeplin

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