

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)

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