

# Frank Piacitelli

Graphic Designer, Creative Director, Web Strategist, Producer

## » Summary of Qualifications

### Experienced Creative Director, Art Director, Designer

- » 15+ years agency experience
- » wide variety of client and media experience
- » strategic approach
- » interpersonal written and verbal communication skills
- » expert hands-on skills (sketches, photoshop, indesign, illustrator, etc)

### Web + New Media Team Leader

- » seasoned creative, graphic design background
- » sharp user experience focus
- » practical knowledge of currently available techniques, best practices
- » comfortable in various client/vendor/partner/inhouse situations
- » able to identify, evaluate, select creative + technical partners
- » able to help “traditional media” staff cross into “new media”
- » able to translate client goals into strategies and real, tangible tactics
- » broad interactive production experience
- » expert hands-on skills with design + html/css authoring

## » 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

Improved effectiveness and profitability of agency’s 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. Advise management on new media strategy {how to best serve clients, when to invest, possible new profit centers, etc}. Constantly act as “new media guru”, an 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 upon request

## 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