



CONTACT INFO

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OVERVIEW

EXPERIENCED DESIGNER AND ILLUSTRATOR WITH A STRONG HISTORY IN FRONT-END, USER ORIENTED DEVELOPMENT. I LIVE FOR THE AGENCY ENVIRONMENT AND LOVE WORKING IN A TALENTED TEAM LOOKING FOR SOLUTIONS AND COMING UP WITH SOME SERIOUSLY COOL WORK.

SKILLS

ADOBE PHOTOSHOP, ILLUSTRATOR, INDESIGN, FIREWORKS, DREAMWEAVER, FLASH & FLASH BUILDER, PREMIERE AND AFTER EFFECTS

USER EXPERIENCE CONCEPTING AND DESIGN

HAND ILLUSTRATION

HTML5 & CSS3

JQUERY AND JAVASCRIPT

FLOWCHART AND WIREFRAMING

STORYBOARDING

VIDEO AND AUDIO EDITING

CLIENT PRESENTATIONS

EDUCATION

WEST CHESTER UNIVERSITY

BFA IN STUDIO ARTS

MAY 1990

TONY FRONZEO

Director of User Experience Design

Realtime Media, Conshohocken, PA

December 2008 - Present

Supervised the Creative department in daily operations. Consulted/advised development, design and sales teams on best practices and web design flow and layout. Met with business development teams and clients to concept future promotions and come up with appropriate solutions to client needs based on time and budget constraints. Designed and delivered multiple web and mobile solutions for client objectives on quick turnaround timelines, using modern standards and user experience guidelines. Developed the company's first responsive, turn-key promotion web solution, allowing Realtime Media to deploy web sites to desktop and mobile on rapid turnaround within the constraints of a templated format. Led the company's move forward into HTML5 and Mobile development with a "Hard Boiled" design philosophy. Educated the business development team on new and upcoming technologies to stay ahead of the curve on client needs. Designed and developed multiple websites from wireframe and flowchart through initial designs to working model delivery to programming.

Web Designer

Goodway Group, Jenkintown, PA

September 2004 - December 2008

Started the creative departments 'web' side to allow the creation of coinciding web presences to the direct mail pieces developed. This eventually led to developing unaccompanied website, email and web banner production for our clients. Designed print materials for national advertising campaigns for Chevrolet, Ford Lincoln Mercury and Chrysler Corp. Designed and developed promotional micro-sites to coincide with print promotions. Developed both online and CD based interactive campaigns for clients. Managed multiple projects on tight deadlines and responsible for vendors communications, prepress and online advancement.

Lead Designer

USi Group, Upper Darby, PA

December 1996 - September 2004

Responsible for designing print, television and radio advertising for area and national auto dealerships. Worked on multiple next day and same day projects for multiple clients. Responsible for conceptualization of new client campaigns, client interaction and vendor relations. Handled both proofing and prepress of print materials, and editing of television and radio ads.

Print Manager

KAR Print/ADVO, Trooper, PA

August 1993 - December 1996

Supervised the print design and prepress work of five designers, frequently completing projects within three days. Handled vendor relations and print delivery to vendor. Responsible for design and prepress of multiple spot and 4 color print direct mail ads for various client throughout the country.

Asst. Manager/Service Bureau Tech

Merion Art and Repro, Ardmore, PA

January 1991 - August 1993