

# Pete Russitano Design solutions for business.

(203) 876-7646 office (203) 376-8075 cell pete@russitano.com portfolio: [Russitano.com](http://Russitano.com) 165 Edgefield Avenue, Milford CT 06460

## SKILLS + CAPABILITIES

### Digital designer / art director seeking contract projects or senior level permanent position – specializing in:

- **Web & Interactive Design** – Complete web services including planning, concepts, digital design, and development. Content development & organization. U.I. design and web-based apps. Flash animation to support your marketing message, as well as photo editing, and illustration.
- **Print Design** – Branding & corporate identity development, print collateral for sales and marketing, stationery, and interactive PDFs.
- **Event Marketing** – Presentations for sales, marketing, training, and education. Event graphics: exhibit display booths, banners, and promo items for business meetings, trade shows, and conferences.
- **SEO & E-marketing** – Search engine optimization & SEO performance assessments, marketing consistency and integration, creative copywriting, and broad spectrum strategies: web, interactive, email, print, alternative/new media.

### In-depth knowledge and hands-on experience in key business sectors:

- Business & Financial Services – Energy & Technology – Consumer Products – Healthcare & Pharmaceutical

### Senior level skills:

- A track record of understanding my clients' business development goals, and supporting them through design and technology.
- Cross-media marketing specialist: successful marketing and online/SEO strategies, in-house projects, consumer promos.
- Collaboration with all teams in the process to design, develop and launch marketing projects.
- Efficient management of projects from start to finish: time and resource requirements; changes, updates, and milestone schedules and reports.
- Sensitive to budgets and timelines, and seamless integration with ongoing marketing and sales efforts.
- Digital design and production: advanced user, Adobe CS6 (Photoshop, Fireworks, Dreamweaver, Flash, Illustrator, InDesign); MS Office.
- Sales & marketing promotions: print collateral, large format, direct mail; presentations, exhibits, and events.
- Extensive corporate identity experience, including developing new logos, and creating ID guidelines and templates.
- Creative concepts: knowledge of key markets, trends, and successful brand development strategies.
- 25+ years digital design experience producing a wide variety of engaging and cost-effective corporate design projects.

## PROFESSIONAL EXPERIENCE

### Contract Project Positions

#### SSC, Inc. – Shelton, CT | Sept 2007 - present

- Designed and developed 4 new sites: Corporate Intelligence & Investigation: [SSCintel.com](http://SSCintel.com); Security Services: [SecureSSC.com](http://SecureSSC.com); janitorial/facilities mgmt. [SunServicesLLC.com](http://SunServicesLLC.com) and [SvcMgmt.com](http://SvcMgmt.com);
- Produced a variety of marketing collateral (interactive PDFs, PPT, print brochures and ads) for use by SSC sales team and in trade publications.

#### Mehlich Associates – Tuckahoe, NY | Aug 2012 – present

- Corporate website for commercial real estate company specializing in leasing, management and build to suit projects. (in progress)
- New website for Hudson Valley Retail Plaza: [PoughkeepsiePlaza.com](http://PoughkeepsiePlaza.com)

#### P and M Doors / AmericasHardware.com – Copiague, NY | Aug 2012 – present

- E-commerce site for commercial hardware supplier. Design and full web development. Big Commerce implementation. [americashardware.com](http://americashardware.com)

#### Atlantic Westchester, Inc. – Bedford Hills, NY | Sept 2012 – present (in progress)

- Corporate website for commercial HVAC company serving NYC metro area. Design and web development. [Russitano.com/AW](http://Russitano.com/AW)

#### Healthcare Leaders of New York – New York, NY | Feb 2010 - present

- Dynamic new site for Metro New York Healthcare Executives to enhance networking and advancement, drive new memberships, and provide timely information about speaker programs and special events. [HLNY.org](http://HLNY.org)
- This hybrid site features both PHP and WordPress sections enabling client access to live content, saving the organization on annual update costs.

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## **TracNet – Pacific Grove, CA** | August 2012 – present (in progress)

- New site in progress for provider of computer aided dispatch and records mgmt. for CA police departments: [Russitano.com/tracnet](http://Russitano.com/tracnet).

## **Angelides Builders, Inc. – St. Pete Beach, FL** | Jan 2012 – March 2012

- Project portfolio and information website for builder of coastal Florida luxury homes, with hi-res Flash galleries of properties. [AngelidesBuilders.com](http://AngelidesBuilders.com)

## **TLC Group – West Brookfield, MA** | April 2010 – present

- Design and full web development of dynamic new site to highlight firm's IT service offerings to Fortune 500 clients. [TLCgroupinc.com](http://TLCgroupinc.com)

## **Municipal Leasing Consultants – Grand Isle, VT and Saratoga, NY** | Dec 2002 - present

- Website redesign for MLC: [PowerofLeasing.com](http://PowerofLeasing.com), a leading provider of lease financing services for municipal governments.
- New site in developed for MLC Energy Projects Financing: [powerofenergyfinancing.com](http://powerofenergyfinancing.com)
- New exhibit booth design featuring large-format full-color panels, lighting, seating, and lap-top based PowerPoint presentations.
- Redesigned MLC logo and corp. ID, and a variety of print collateral for sales & marketing.

## **Arlington Business Improvement District – Poughkeepsie, NY** | Jan 2011 – present

- All new site for development association featuring business, restaurant, and specialty shop listings, news & events. [ArlingtonHasit.org](http://ArlingtonHasit.org)
- Project included start to finish marketing concepts, new domain name, logo/identity and copywriting.

## **Aspire Consulting – Hyde Park, NY** | March 2006 – present

- 2.0 website redesign completed of [AspireAdvantage.com](http://AspireAdvantage.com), v 1.0 launched in 2006.
- Other projects include design of Aspire's new logo and marketing collateral to highlight the company's business development programs.

## **Lornamead Brands – Stamford, CT** | Oct 2006 - present

- 3 new websites for personal care products company: [LornameadNA.com](http://LornameadNA.com), [Finesse](http://Finesse.com), [LypSylHome.com](http://LypSylHome.com).

## **Pupil Benefits Plan, Inc. – Albany, NY** | Aug 2010 – present

- New website design and logo refresh for provider of student accident insurance. [PupilBenefits.com](http://PupilBenefits.com)
- Redesign of tradeshow booth including 4 pop-up displays and main 4-panel display measuring 5' x 12'.

## **CareerFactor – Killingworth, CT** | April 2004 – present

- March 2012 (v2.0) re-design of website for integrated IT consulting firm. [CareerFactorLLC.com](http://CareerFactorLLC.com)

## **Unilever / Dove Brands/ Ryan Partnership – Wilton, CT** | Feb 2007 – Oct 2007

- [Web design work](#) and marketing tie-ins for the [Dove.us](http://Dove.us), Dove Pro-Age, Dove Dimensions, Dove Body Wash, and Academy Awards promos.

## **USA Elite Training - Durham CT | Fastpitch Online Showcase, Pembroke Pines, FL** | January 2010 – present

- Design of sports skills training and college recruiting websites: [USA Elite](http://USA Elite) [FastPitch](http://FastPitch). Flash animation design, user interface, branding, copywriting.

## **Our Lady of Mercy School – Madison, CT** | June 2010 – Aug 2010

- New website for private Catholic school.

## **Hill & Knowlton – New York, NY** | June 2007 – Oct 2007

- PowerPoint for Global Healthcare division meeting in Barcelona, Spain, with focus on challenges and trends in pharmaceutical market.

## **Hartford National Title – Milford, CT** | Jan 2006 – Feb 2007

- Website design: [HartfordTitle.com](http://HartfordTitle.com), and a variety of marketing collateral incl. sales materials, direct mail, and 9 x 12 foot exhibit display.

## **Gartner – Stamford, CT** | July 2005 - Aug 2005

- Designed and produced PowerPoint presentations for Gartner Research Services for presentation to new and existing clients.

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## **PepsiCo – Purchase, NY, for TracyLocke – Wilton, CT | June 2005 - Jan 2006**

- Designed and produced several PowerPoint [presentations](#) for Lipton/Pepsi International Products Division (LPI).

## **InterActiveCorp – New York, NY – for Imperium, Westport, CT | Apr 2004 - Dec 2004**

- [User interface design](#) for web tool to collect, deliver, and track performance data for IAC business units including HSN, Hotwire, Hotels.com, and TicketMaster.

## **Full time positions**

### **OcuSource and Let'sGoExpo – Anaheim, CA | Aug 2003 - Feb 2006**

- Logo design, business stationary, ads for industry publications, and exhibits displays and large-format tradeshow banners.

### **Financial Interactive Inc. – San Francisco, CA**

Art Director, Web and User Interface Design Group | Jan 2000 - July 2002

- Design lead for corporate websites and [web-based content management applications](#).
- Investment clients included Credit Suisse, Tremont Advisors, Asset Alliance, Investor Select Advisors.
- Helped create account access sites with integrated IRM/CRM application suite, FundRunner® Desktop and FundRunner® Web.
- Redesigned UI of both apps. Created design and functionality guidelines. Managed scheduling and implementation of deliverables

### **Hooked on Phonics / Gateway Learning Co. – Santa Ana, CA**

Lead Designer, Corporate Website and Childhood Learning Software User Interface Design | Aug 1998 - Dec 1999

- Redesigned HOP's website and online store, helped implement secure ordering, interactive customer service module.
- Worked directly with a team of programmers, and database developers throughout project to implement UI design and site structure.
- Helped create interactive, web-based learning tools to help improve children's reading and math skills.

### **Landor Associates – San Francisco CA**

Corporate Identity, Branding Development, Design, Implementation | Mar 1997 - Aug 1998

- Worked on multi-component [corp. ID projects](#) for clients such as ITT Industries, Motorola, Royal Caribbean, VISA, Disney, and KeyBank.
- Responsibilities included extending brand and design attributes into other applications including stationery and print systems, branded environments, outdoor marketing applications, and the creation of corporate ID standards and guidelines manuals.

### **Chevron Corp – San Francisco and San Ramon, CA**

Corporate Identity, Print Design, Signage System Design | Feb 1992 - Mar 1997

- Designed [interior signage system](#) for use in all corporate offices: floor, office and directional signage, usage guidelines, order fulfillment process via company extranet, using in-house production depts.
- Design and mgmt. of production and installation of over 20,000 emergency evacuation placards. Worked directly with the San Francisco Fire Dept., and Chevron architects and engineers to help the Company comply with strict new state design requirements.
- Helped design and implement vehicle standards manual for 5000+ vehicle/transport system including trucks, shipping tankers, railroad cars.

### **FCB Healthcare – San Francisco, CA**

Print Design, Slide Presentations, Medical Symposium Event Materials | Jan 1991 - July 1994

- Designed [medical meeting print materials](#) including speaker abstracts, educational programs, invitations, and mailing packages.
- Created print ads and built upon successful ad campaigns for use in consumer publications and trade journals worldwide.
- Clients included BayerHealthcare, Chiron, GlaxoSmithKline, Genentech, and Roche Pharmaceuticals.

## **EDUCATION**

**Art Institute of Pittsburgh**, Graphic Design - Associate of Science. | **Carnegie Mellon Univ.**, design courses | **Vanderbilt Univ.**, design courses

*Professional references available upon request.*