

Pete Russitano Design solutions for business.

(203) 876-7646 (203) 376-8075 c pete@russitano.com portfolio: www.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 – Consumer Products – Healthcare & Pharmaceutical – Energy & Technology

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 reports.
- Sensitive to budgets and timelines, seamless integration with ongoing marketing and sales efforts.
- Digital design and production: advanced user, Adobe CS4 (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

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

- New website to highlight firm's key service offering: helping bridging the gaps between enterprise technology, leadership, and compliance.
- Site features a multimedia homepage banner, drop-down nav, creative copywriting, cross-promotional links, and site organization.

Saiko Consulting / Just Reports / SQL Challenge, Clinton CT | April 2004 – present

- January 2011 relaunch of SaikoConsulting.com, a technology consulting and data management company.
- Other company sites include Just-Reports.com, and SQLchallenge.com.

Healthcare Leader of New York, NY, NY | Feb 2010 - present

- HLNY represents professionals who manage the business affairs of healthcare organizations throughout the New York Metropolitan area.
- The goals for the new site were to create a dynamic new online presence for HLNY, provide information about meetings, speaker programs and special events, as well as to entice professionals to join the preeminent organization.
- The site also features both PHP and WordPress sections so committee chairs can update their sections with timely info, saving the organization on annual update costs.

Aspire Consulting, Hyde Park NY | March 2006 – present

- 2.0 website redesign completed of AspireAdvantage.com, previously launched in 2006.
- Other projects include Aspire's corporate ID, and marketing collateral to highlight the company's business development programs.

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Lornamead Brands NA, Stamford CT | Oct 2006 - present

- Four new websites for leading personal care products company as it expands its North American presence. YardleyLondon.com e-commerce site, LornameadNA.com, FinesseHaircare.com, LypSylHome.com.

Boehringer-Ingelheim / StudioNorthCreative, Trumbull, CT | Aug 2008 - present

- Design/development of interactive sales and marketing tools (Flash) and print collateral for Flomax, Aggrenox and Micardis pharmaceuticals.

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

- Designed and developed 3 new sites: Intel & Investigation: SSCintel.com, Security Services: SecureSSC.com, facilities mgmt. Sun Services LLC
- Produced a variety of marketing collateral (PPT, adverts, brochures, interactive PDFs) for use by SSC sales team and in trade publications.

CareerFactor, Killingworth, CT | April 2004 – present

- April 2009 re-design of suite of corporate web sites originally launched July 2004 for integrated IT consulting firm. CareerFactorLLC.com

Unilever / Dove Brands / Ryan Partnership, Wilton CT | Feb 07 – Oct 2007

- [Web design work](#) for the Dove brand, creating monthly home page design updates for Dove.us.
- Also worked on other Dove product lines, marketing tie-ins: Dove Pro-Age, Dove Dimensions, Dove Body Wash, and Academy Awards promos.

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

- Website redesign for MLC: PowerofLeasing.com, a leading provider of lease financing services for municipal governments.
- 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.

USA Elite Training, Durham, CT | January 2010 – present

- Design of sports skills training and college recruiting website. Flash animation design, user interface - [\(in progress\)](#).

Fastpitch Online Showcase, Pembroke Pines, FL | July 2009 – present

- Design of college sports recruiting and skills training [website](#). Flash animation design, user interface.

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.

Pizza on the Grill Gourmet Catering, Milford, CT | Aug 2008 - present

- Design & development of interactive website pizzonthegrillcatering.com, as well as other digital & print marketing materials.

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

- Website design: 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.

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

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

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

- [User interface design](#) for intranet-based web tool to collect, deliver, and track performance data for IAC business units including:
- HSN, Hotwire, Hotels.com, and TicketMaster, with unit performance data delivery to IAC senior management including CEO Barry Diller.

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 and office identifiers, 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 Berlex, Chiron, GlaxoSmithKline, Genentech, and Roche Pharmaceuticals.

EDUCATION

Art Institute of Pittsburgh, Associates Degree: Commercial Art & Communication.

Carnegie Mellon Univ., design courses | **Vanderbilt Univ.**, design courses