Robert Edward Pirretti

UX SKILLS

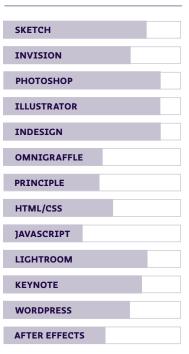
Visual/UX designer with experience in card sorting, competitive analysis, high and low fidelity prototyping, interviews, personas, sitemaps, sketching, user flows, storyboards and wireframes and heuristic evaluation.

EXPERIENCE

2014-2017	CDM NY // <i>Visual/UX Designer:</i> Design digital web, desktop, tablet, responsive and mobile experiences with a user-centered focus. Develop storyboards, animation mock-ups, and UI elements for VR experiences. Review user research, heuristics and usability standards. Formulate and validate hypothesis through peer testing. Produce high and low fidelity clickable prototypes to test interactions. Present creative materials and design solutions to clients and internal stakeholders. Create stylesheets, and function specifications, infographics, landing pages, and pitch materials. Partner with photographers, retouchers, CGI modelers, animators/editors, audio engineers to deliver engaging products and experiences.
2013-2014	Grey Group // Visual/UX Designer: Create wireframes , storyboard animations for Cialis web banners and digital iReps.
	Sudler & Hennessy // Art Director: Design marketing & HCP collateral, landing pages, ads, brochures for Prevnar
	Cohens Optical // Art Director: Design print ads, collateral, landing pages, emails, signage, and social media pages
	Maude // Art Director: Key art, email and social media marketing, digital banners, OOH, collateral, pitch decks, premiums for TruTV, Ovation, TVGN, MTV & Newtown Alliance
	Saatchi & Saatchi Health // Art Director: Collateral, style guides, digital & mobile for Nexium
2012-2013	HAVAS Lynx // Art Director: Digital and mobile design, storyboards, and pitch decks for Rapaflo, Xforge and Belviq
	G2 // Art Director: Branding, packaging, and presentation for du Maurier, Kent, Players brands
	SapientNitro // Art Director: Digital design for Bausch and Lomb Update wireframes
2008-2012	Serino Coyne // Art Director: Digital banners, FOH, key art, branding for Broadway
	HBO GO/MAX GO // Retoucher: Create and retouch stage images for HBO/MAX GO
	HBO Creative Services // Senior Designer: Ads, OOH, collateral, web and video assets, B2B marketing and retouching
	National Cinemedia <i>// Art Director:</i> Design display graphics, microsites, ads, and mailers
	The Lab // Senior Designer: Ads, packaging, retouching for Cadillac, LVH, Kate Spade and Black Rock
	Euro RSCG Life Chelsea // Freelance Art Director: Print, digital design, MS Surface design for Dimebon, Voltaren Gel and Krystexxa
	NBC/MSNBC // Art Director: Ads, OOH, and promotional materials for news content and special programming
	Sci Fi Channel // Senior Designer: Press kits, ads, digital, and presentations
	MRM Worldwide // Senior Designer: Direct mail and collateral for Verizon
	In Style Magazine // Art Director:

E-mail blasts, advertorials, presentations

SOFTWARE SKILLS



EDUCATION

Pennsylvania State University *BFA*

Parsons School Of Design MFA

General Assembly User Experience Design Program

General Assembly Front End Web Development Program

School of Visual Arts Intro to Maya, Studio Lighting, Intermediate After Effects

AFFILIATIONS

AIGA Freelancers Union Art Directors Club Advertising Professionals Museum of Modern Art

SOCIAL

