



Gino Finocchiaro

Gino Fino Design

GinoFino.com | 609.254.3996 | @GinoFinoDesign@gmail.com | Greater Philadelphia Region

EXPERIENCE

Creative Director

Post University | Philadelphia, PA & Waterbury, CT
October 2014 - May 2016

- Directed and managed a team of designers and copywriters, as well as an outside agency, for all creative projects university wide, focusing on a broad range of collateral, both print and digital, as well as a rollout of a new website, and traditional media.
- Designed (hands-on) digital and print ads, traditional media ads, billboards, and various brochures.
- Designed digital assets, including: PPC sites, wireframes, UI design, UX design, layouts, websites, landing pages, mobile sites and mobile landing pages, email blasts and banner ads.
- Wrote creative briefs for all applicable creative projects.
- Managed and updated brand, and all assets university wide to maintain proper brand identity.
- Coordinated with printers to ensure quality paper/print/presentation of collateral.
- Planned and coordinated several photo-shoots, which included managing and giving direction to freelance photographers and models.
- Cut department cost and added several key tools to the university, including the virtual tour hosted by YouVisit.com and a Dropbox organizational and archival system.
- Managed and improved relationships between satellite Philadelphia office and the many on-campus stakeholders in Waterbury, Connecticut.
- Coordinated with various outside vendors to ensure proper production of collateral.
- Planned and coordinated several photo-shoots, which included managing and giving direction to freelance photographers and models.
- Cross-trained junior designers to update skills.

Creative Manager

Medical Guardian | Philadelphia, PA
March 2013 - October 2014

- Hands-on manager of all creative assets, both internally and externally created, to meet brand requirements.
- Designed digital assets, including: PPC sites, wireframes, UI design, UX design, layouts, websites, landing pages, mobile sites and mobile landing pages, email blasts and banner ads.
- Created print materials, including brochures, postcards, fulfillment packaging, and tradeshow displays.
- Managed and maintained relationships with all vendors, and maintained inventory of all printed assets. Managed and updated brand, and all assets university wide to maintain proper brand identity.
- Coordinated with printers to ensure quality paper/print/presentation of collateral.

KNOWLEDGE & SKILLS



Adobe Creative Suite | HTML & CSS

Microsoft Office | Constant Contact

UI and UX | Bootstrap | CMS (Sitefinity, Wordpress)

PPC Site Design | Wireframing

Animation | Storyboarding | Motion Design

Video & Audio Editing

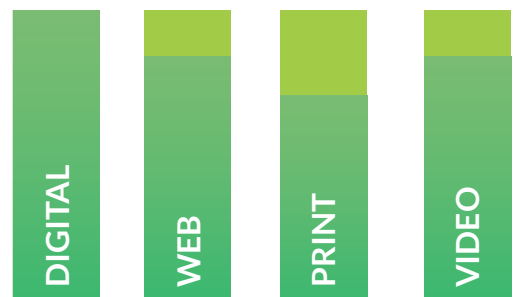
Illustration | Photo Manipulation

Brand Identity

Leadership | Teaching/Mentoring

Creative Writing

DESIGN PROFICIENCY



EDUCATION

B.S., Animation and Media Arts

Art Institute of Philadelphia
October 2001 - November 2003

Associate Degree in Computer Animation

Art Institute of Philadelphia
September 1997 - October 1999

EXPERIENCE *(continued...)*



Interactive Designer

Philly.com and Interstate General Media 📍 Philadelphia, PA

📅 (October 2011 – March 2013)

- Designed digital assets, including; wireframes, layouts, websites, landing pages, email blasts and banner ads.

Interactive Designer

Advertising Specialty Institute (ASI) 📍 Trevese, PA

📅 (April 2010 – February 2011)

- Designed digital assets, including; wireframes, layouts, websites, landing pages, email blasts and banner ads.

Multimedia Designer

SAP 📍 Newtown Square, PA

📅 (October 2009 – February 2010)

- Designed digital assets, including; multimedia content, video and video editing, animation and landing pages.

Graphic Designer and Digital Artist

Sprout (A Comcast Network) 📍 Philadelphia, PA

📅 (October 2007 – January 2009)

- Designed digital assets, including; multimedia content, Flash design, and web graphics.
- Designed print collateral for various Marketing initiatives.
- Designed digital assets for broadcast television, including video and video editing, and animation.
- Illustrated various projects for coloring pages, web based games, and broadcast television.

Graphic and Web Designer

Treasure Sign 📍 Willow Grove, PA

📅 (July 2006 – October 2007)

- Designed print collateral for various clients, including brochures, signs, logos, business cards and more.
- Designed digital assets, including; wireframes, UI design, UX design, layouts, websites, and landing pages.
- Designed digital assets, including; website design and implementation, multimedia content, Flash design, and video and video editing.

Graphic and Web Designer, Motion Graphics Animator

Global Computer Enterprises 📍 Reston/Herndon, VA

📅 (August 2003 – February 2006)

- Designed digital assets, including; multimedia content, video and video editing, animation, Flash design, and landing pages.
- Illustrated and animated videos for US Coast Guard and other internal communications.

Freelance Graphic Designer

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📅 (2000 to 2016)

- Medical Guardian
- eCity Interactive
- Empathy Lab
- Hero's Crossroads
- TheKnightmares.com

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