

Robert Edward Pirretti

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Objective:

Objective: To apply my skills and experience as a conceptual designer to create innovative and engaging digital products for RP-TR. I have a strong background in UX/UI design, 3D design, animation, and digital design, and I enjoy working on projects that challenge my creativity and problem-solving abilities.

Experience

DDB Health | Group Art Supervisor

2019–Present, New York, NY

At DDB Health, I was responsible for the design and launch of the WELIREG HCP website, an unbranded website, and a sales aid. I also conducted branding and color research for Reproxalap, and led the design development for the US and Global AMGEN 510 launch. Additionally, I worked on the Muscular Dystrophy pitch and brand team, the KYMRIAH social media campaign, and the Neffy logo and packaging.

Centron | Art/UX Supervisor

2018–2019, New York, NY

At Centron, I designed and launched the Karyopharm unbranded interactive microsite that educated HCPs and patients about nuclear export and cancer research. I also created the KaryForward HCP and Patient HUB resource site, and the Athymia Answers branding and UX.

CDM NY | Senior Art Director/UX/UI Designer:

2014–2017, New York, NY

At CDM NY, I designed and launched the HCP and Patient Services websites for a major ocular gene therapy brand, as well as a VR experience that tested patients' mobility under different lighting conditions. I also designed and executed the CV Risk campaign for Pfizer CV Portfolio, including LIPITOR and Norvasc.

Freelance Positions

2008–2014

Grey Group | Freelance Visual/UX Designer:

Wireframes, animations, web banners, and landing pages for Cialis

Sudler & Hennessy | Freelance Art Director:

Print collateral, landing pages, and ads for Prevnar

Cohen's Optical | Freelance Art Director:

Print ads, collateral, landing pages, emails, signage, and social media pages

Maude | Freelance Art Director:

Key art, email and social media marketing, digital banners, OOH, collateral, pitch decks, and premiums for TruTV, Ovation, TVGN, MTV & Newtown Alliance. Al Jazeera America campaign

HAVAS Lynx | Freelance Art Director:

Storyboard, design and launch of Belviq animated video. Mucinex pitch team

G2 | Freelance Art Director:

Branding, packaging, and presentation for du Maurier, Kent, Players brands

SapientNitro | Freelance Art Director:

Digital design for Bausch and Lomb.

Serino Coyne | Freelance Art Director:

Digital banners, FOH, key art, branding for Broadway

HBO GO/MAX GO | Freelance Retoucher:

Design ads, OOH, collateral, web and video assets, B2B marketing and retouching HBO/MAX GO

National Cinemedia | Freelance Art Director:

Design display graphics, microsities, ads, and mailers.

NBC/MSNBC | Freelance Art Director:

Ads, OOH, and promotional materials for news content and special programming

Education

Pennsylvania State University

BFA

General Assembly

User Experience Design Program

Front End Web

Development program

School of Visual Arts

Continuing Education

School of Motion

Cinema4d Basecamp

Skills

Design:

illustration • icon design • branding
UI design • storyboards • wireframes
user flows • prototypes • 3d design
animation • style guides • pitch decks

Research:

competitive analysis • personas
contextual inquiry • A/B testing
affinity mapping

Leadership:

client presentations • creative
mentoring • design critiques
managing vendors (retouchers, cgi,
animators, print production, etc)

Tools:

html/css • wordpress • figma • sketch
xd • photoshop • illustrator • indesign
cinema4d/redshift • after effects
lightroom • keynote • powerpoint
omnigraffle



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