

**Anthony S. Battiato**

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**EDUCATION**

**Academy of Art University**, San Francisco, California  
Bachelor of Fine Arts Degree in Web Design & New Media.

**Chaffey Community College**, Rancho Cucamonga, California  
Associates of Arts | Emphasis in Graphic Design.

**United States Army, Military Intelligence:** Communication Specialist, Top Secret Clearance

**PROFESSIONAL EXPERIENCE****Senior Creative Designer: October 2015-Present**  
**Mapp Digital US, LLC., San Diego, California**

Using best practices and extensive testing, develop flawlessly executed email marketing solution for small and mid-size clients. Daily task includes designing on brand messaging as well as coding html products that use smart dynamic content. High-level coding of responsive and spongy html email documents and responsive html landing pages. Keep up with the latest business practices and trends as they relate to the digital marketing technology. Support and collaborate with other departments within enterprise to create clear sales and marketing messages that are engaging and persuasive.

**Creative Director, Owner: May 2005-July 2015**  
**Modern Ideation, LLC., Temecula, California**

Manage and develop professional brand identities, marketing solutions with clarified implementation of Print, Packaging and Web (UX/UI) development. Advance company's client base and nurture long-term client relationships through thoughtful concepts and maintaining ongoing creative. Work extensively with contractors and suppliers locally and overseas to produce top-shelf products and services.

**Art Director, Manager: August 1993-May 2005**  
**West Coast Samples, Inc., Chino, California**

Manage, team build and mentor a creative/production staff of five designers for in-house manufacturing facility. Management and scheduling of design resources, planning and scheduling artwork in conjunction with manufacturing needs: print shop, screen-printing department, bindery and manufacturing. Art direct and develop smart, on brand design concepts with large-scale enterprises. Collaborate closely with client's outsourced design agency to develop their new products. Implementation of brand standards for in-house production of client's sales tools: sample book collections, presentation boxes, and distribution material from start to finish.

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## **MANAGEMENT SKILL SET**

Approachable and confident manager who can effectively communicate with a creative staff using team-building techniques to inspire and motivate individuals. Experienced at organizing, targeting, and utilizing creatives applying methods that benefit individuals and produce quality work in a timely manner while meeting and exceeding client expectations. Takes time to listen and understand individual team member's needs to encourage them to grow their creative skills with thoughtful mentoring. Works well with senior leadership, other managers and suppliers.

## **APPLICATION SKILL SET**

**Design:** Adobe Master Coll., Professional level—Illustrator, Photoshop, InDesign, and Dreamweaver.

**Motion Graphics and Sound:** After Effects, Final Cut Pro X, and Logic Pro.

**Presentation:** Adobe Acrobat Pro and PowerPoint. UX Tools: OmniGraffle, Invision App.

## **DESIGN SKILL SET**

**Layout:** Experienced and educated in the proper use of hierarchy, balance, negative space, contrast, rhythm, eye flow, focal point, and appropriate use of color across digital and print mediums.

**Typography:** Firm understanding of typography: kerning, ligatures, contrast, type color, and hierarchy.

**Illustration:** Professional rendering of 1 and 2 dimensional vector, and traditional hand drawn illustrations.

**Photography:** Experienced with studio lighting, professional level color correcting, and imaging.

## **WEB SKILL SET**

**Coding:** Adept at coding in XHTML-5 and CSS-3, working with jQuery libraries, light JavaScript coding, working with php and MySQL databases and a concrete understanding of responsive layouts.

**WordPress:** Proficient with creating custom templates, applying widgets, plugins, and custom menus.

**UI:** Educated knowledge of UI best practices, smart visual problem solving solutions, proper flow of IA, eye movement, and click-ability.

**UX:** Educated on proper UX creation: content mapping, card sorting, personas, prototyping, and proper user-testing.

**Motion Graphics:** After Effects or Final Cut Pro X. Educated motion storytelling and web formatting.