



anthony
battiato

951.970.8564
anthony@battiato.biz

battiato.biz

29774 WINDWOOD CIR.
TEMECULA, CA 92591

EDUCATION

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

Chaffey Community College, Rancho Cucamonga, CA: Associates of Arts | Emphasis in Graphic Design.

PROFESSIONAL EXPERIENCE

Modern Ideation, LLC. Print, Packaging, Web Designer and Developer: May 2005-July 2015

Meet with clients and propose creative solutions. Develop brand clarity for clients in the form of print and packaging design, as well as web design and development (UX/UI).

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

Managed a creative/production team of five designers for in-house manufacturing facility. Management included scheduling artwork in conjunction with print shop, screen-printing department, bindery and manufacturing. Art direct design and concepts with clients, photographers, and staff. Design client's sample book collections, presentation boxes, and distribution material from start to finish.

APPLICATION SKILL SET

Design: Adobe Master Coll., Professional—Illustrator, Photoshop, InDesign, Dreamweaver, and After Effects.

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, plug-ins, and custom menus.

UI: Educated knowledge of UI practices, smart visual solutions, flow of IA, eye movement, and click-ability.

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

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

AFFILIATIONS

AIGA San Diego Chapter: On the board from 2006-2010 : LINK Chair. Member since 2005