

Anthony Pitassi

Senior Full Stack Designer & Creative Director



I am a highly motivated, experienced and organized professional seeking opportunities to take on exciting projects where I can best utilize my artistic talent, strategic design skills and user interface development knowledge to create experiences that are beautiful and useful. I am very enthusiastic in making meaningful contributions, with measurable results, through my strong work ethic, commitment to excellence and immense passion for Art, Design, Development and User Psychology.

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Technical Skills



Advanced coding HTML(5) and CSS(3) UI for JS, PHP, MySQL and Wordpress Web/Apps.

Design/Dev Skills

UX	UI	BRANDING	PRODUCT
› Persona	› Typography	› Logos	› Responsive Sites
› User Flow	› CSS(3) Animation	› Style Guides	› Mobile Apps
› Prototype	› Retina/Responsive	› Marketing Content	› SaaS Web Apps
› Usability Testing	› Pixel-Perfect	› Concept Art	› Wordpress Sites
› A/B Testing	› Front-End Dev	› Print Collateral	› Email Templates

Work Experience

Merchant Centric – 11/13 - Present

Head of Design

- Creative Director of User Experience, Branding, Marketing, eCommerce, and SaaS Application
- Design UX deliverables and develop UI interactions and visualizations of big data within cloud-based web applications across all desktop, tablet and mobile devices.
- Conceptualize, design and develop branding, email marketing, online marketing and product development strategies, from prototype to A/B testing of production.
- Oversee the work of multiple team members across multiple departments both in house and overseas, while managing third party companies and contractors.

Guitar Center – 12/09 - 11/13

Senior Web Designer

- Responsible for bringing Guitar Center's entertainment and product marketing into the responsive web design age, making content mobile and tablet friendly.
- Design and development lead for all websites, landing pages, user interface elements, and promotional assets for web, mobile and e-mail distribution.
- Created interactive display Ads for ongoing digital media buys, testing every element of the design to optimize the Ad for the highest ROI

Pitassi Designs – 8/06 - Present

Full Stack Designer & Business Developer

- Customer Acquisition & Retention, Business Operations & Finance, Creative Director
- Lead all design and development projects, from initial client contact to successful project completion and maintenance.
- Provide creative direction, while managing front-end developers and designers for large scale projects that demand specialized team of professionals.

N-Style Motocross Graphics – 10/07 - 8/08

Art Director

- Designed all concepts for motocross vehicle graphics and print Ad's published in major motocross magazines, as well as managed the companies website.
- Managed a 5 person team of designers and production artists that provided all artwork, printing film and sewing templates for every product the company produced.
- Maintained the production schedule for the art department. Working closely with the printing department providing daily reports to all of the department heads.

Overnight Prints – 15/05 - 2/07

Graphic Designer

- Provided full design services to the companies clients by designing print collateral such as brochures, business cards, direct mail, menus, logos and stationary.
- Designed online and print content for internal marketing needs, as well as assisted in prepress operations to ensure all files were print ready in time for press.
- Lead the development of a high grossing design service and internal design process with successful implementation throughout the company.

Education

Saddleback College

Graphic Arts

Aug 2003 - May 2006

Awards

Outstanding Service Award

- Key contributor to Guitar Center's success. 1 out of 5 chosen from 4,000+ employees.

Webby Awards Winner

- "At: GC Podcast" website.
- Received honors for the years:
2012, 2014, 2015

References

"Anthony is a phenomenal web designer, and an absolute pleasure to work with. Armed with an exceptional work ethic, Anthony is always willing to do whatever it takes to get the job done well. He has fantastic design ideas and is able to execute much of the work assigned to him effortlessly. A multitasker of note, Anthony is adept in effectively juggling a myriad of tasks on a daily basis. I would recommend Anthony, not only for the high standard of work he consistently delivers, but for his office manner and positive attitude as well."

~ Karma Swanepoel | Global Copywriter Manager, COE at Nike - Former Manager

"Anthony is a rare find. He is a tremendously creative designer but is also a smart and thorough web developer - a double threat! I am really impressed by his skill at juggling multiple projects (and I mean a LOT) while still producing fresh, exciting and functional designs. He may just be a guru. If you want someone on your team that's the best and the brightest, I recommend Anthony!"

~ Melissa Emmons | Sr. Graphic Designer, Guitar Center - Former co-worker

"I reported to Anthony when I worked as a print and web production artist at Guitar Center. He gave clear and thoughtful direction, was very inspiring, and has an amazing creative eye. He also has a great work ethic and takes whatever project he's working on to the next level. It was a pleasure to work with him. I look forward to working with him again."

~ Cindy Stefans | Web Designer, Guitar Center - Former employee