

# Marcello M. Milteer //

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Sr. Visual Designer - <http://marcellomilteer.com>

## Profile //

I have a 10-year background in design research and interaction design and have served in a broad range of roles, from designer to strategic planner and manager of best practices. With a focus on web-based, digital and print deliverables, I specialize in creating a cohesive branding voice. My experience working as an art director, individual designer, and as a member of a design team has given me great perspective on how to work effectively in any role.

## Specialized Skillset //

- **Adobe Creative Suite (Expert)** 10 Years Experience. Photoshop skills include, photo editing and manipulation, key art, ad building. Illustrator Skills include Flyer Presentations, and Advertising Building.
- **Computer Typing (Rockstar)** 10+ Years Experience. 65 WPM with 99% typing accuracy (R.D. Craig Assessment Exam).
- Proficient with (Mac OS & Windows) Microsoft Office Suite (Excel, Word, PowerPoint).

## Relevant Work Experience //

- Senior Visual Designer (02/2016 - 08/2016): **LiveOps Cloud**, Austin, TX

Designed high quality professional visuals for enterprise applications and provide visual design options, for interaction elements and build matured visual design spec documents which could be followed by the development teams.

- Senior Visual Designer (08/2015 - 02/2016): **Bulldog Solutions**, Austin, TX

Focused on the needs of B2B leaders by providing world-class marketing software solutions. I collaborate directly with account and creative teams to design interactive marketing deliverables that align with established strategies.

- Lead Visual Designer (03/2015 - 08/2015): **Zenoss**, Austin, TX

Responsible for all aspects of go-to-market-strategy, demand gen, and branding. Created all design collateral and apparel for GalaxZ 15, the company's inaugural user conference designed for IT and business leaders within the Zenoss ecosystem.

- Art Director (04/2012 - 02/2015): **Circuit of the Americas**, Austin, TX

I designed the campaign to advertise the United States Formula 1 Grand Prix, MotoGP, X-Games and LeMans races. This was the first purpose-built racing, concert and entertainment facility in North America. Over 170,000 people from 70 countries attended and over 15 million people around the globe watched these events on television.

- Senior Visual Designer (11/2011 - 02/2012): **PayPal**, Austin, TX

Contracted for researching, designing, and prototyping new user experiences with a high degree to attention of detail, including interface elements, such as user interface controls and photo realistic icons. Worked collaboratively with cross-functional teams while effectively communicating design rationale to internal leaders and stakeholders.

- Visual Designer (04/2011 - 06/2011): **Frog Design**, Austin, TX

Contracted to developing design solutions for digital media for Walt Disney Corporation.

- Senior Designer (12/2010 - 04/2011): Possible Worldwide (Formerly Schematic), Austin, TX

Contracted to work with Fortune 500 clients, from user experience and strategy to creative. Provided art direction and user experience guidance for all clients between agency teams in Austin, Costa Rica, Cincinnati and Los Angeles.

- Interactive Designer (04/2010 - 11/2010): Dell Inc., Round Rock, TX

Designed high-volume, high-quality and high-visibility ad banners, image buckets, and other static media for the Dell consumer website.

- Graphic Designer & Web Marketing Editor (06/2008 – 10/2009): ProAcousticsUSA, Harker Heights, TX

Website manager providing oversight of graphic design for a 16,000 audio retail product website. Ensured manufacturer trademark compliance while managing SEO optimization for google product web searches.

- Retail Graphic Design Consultant (05/2006-11/2007): Killeen Daily Herald, Killeen, TX

Executed graphic design production duties within a fast-paced print newspaper environment. Developed 75 new accounts, and contributed to client relations while actively participating in the development of corporate branding strategies.

## **Education //**

Associate of Applied Science (AAS), Art & Advertising Design - Texas State Technical College (TSTC), Waco, TX (2006)