

**Daniel Pipitone**  
Graphic Designer

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With over a decade of creative industry experience, I am a graphic design professional who is passionate about making a difference. I specialize in visual design for print and the Web, branding, and creative direction for all mediums.

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#### EXPERIENCE

<b>02.98 – Present</b>	<i>Daniel Pipitone   Design</i> Pittsburgh, Pennsylvania <i>Owner</i> Freelance design consultancy Produce work for print, internet, identity and branding, integrated campaigns and web application interfaces. Clients include CASA of Allegheny County, Crisis Shelter of Lawrence County, Emmanuel Christian Church, Proximi, Gist Design, Results Unlimited Universal and various pro bono clients.	<b>05.03 – 01.06</b>	<i>Giant Ideas</i> Pittsburgh, Pennsylvania <i>Senior Graphic Designer</i> A full-service creative firm Responsible for concept development and art direction for print, broadcast, direct mail, interactive and the internet Clients included H. J. Heinz Company, Adelphia Communications, InCode Wireless, Pittsburgh Opera, Mario Lemieux Foundation.
<b>04.07 – Present</b>	<i>Software Engineering Institute (SEI)</i> Carnegie Mellon University Pittsburgh, Pennsylvania <i>Design Lead   Creative Director</i> In-house communications group I work as the team lead for a group of six senior graphic designers. Responsible for management of information design, work for print, conference and event materials, web-based marketing and promotional materials, project management and support of the SEI brand. Also provide performance reviews.	<b>01.99 – 05.03</b>	<i>Pipitone Group</i> (formerly Scott Pipitone Design) Pittsburgh, Pennsylvania <i>Senior Graphic Designer</i> Full-service design firm Responsible for corporate identity, branding and corporate collateral for print, internet and multimedia environments. Clients included Pittsburgh Opera, PPG, Children's Hospital of Pittsburgh, Federated Investors, FamilyLinks, Western Pennsylvania School for Blind Children.
<b>04.06 – 04.07</b>	<i>Software Engineering Institute (SEI)</i> Carnegie Mellon University Pittsburgh, Pennsylvania <i>Senior Information Designer</i> In-house communications group Responsible for graphic design and information design for print, presentations, conference and event materials, web-based marketing and promotional materials, project management and support of the SEI brand.	<b>12.96 – 02.98</b>	<i>ThoughtForm</i> (formerly Agnew Moyer Smith) Pittsburgh, Pennsylvania <i>Graphic Designer</i> Multi-disciplinary design firm Responsible for design for publications, identity systems, packaging and the internet. Clients included Steelcase, Burt Hill Kosar Rittelmann Architects and DDI.

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#### EDUCATION

<b>1996</b>	<i>Rochester Institute of Technology</i> Rochester, New York Bachelors of Fine Arts in Graphic Design, May
<b>1993 (spring)</b>	<i>Scuola Lorenzo De Medici</i> Florence, Italy Fine Arts Foundations, Graphic Design, and Illustration

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#### PROFESSIONAL AFFILIATIONS

<b>1996 – Present</b>	<i>AIGA Pittsburgh</i> Active member Board member as of 2010
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#### AWARDS

<b>2007</b>	<i>Society for Technical Communication</i> Award of Distinction <i>MarCom Creative Awards</i> Platinum Award
<b>2005</b>	<i>ADDY Award Winner</i> Use of Illustration Interactive, Art Direction Public Service – Interactive Public Service – Campaign <i>WEBBY Award Nominee</i> Best Use of Sound Design
<b>2002</b>	<i>webAward Winner</i> Standard of Excellence

References available upon request.

I am also a regular contributor to the **Pittsburgh Creative** blog, with a monthly written post on branding, design and creative industry insight.

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