

Anthony Rizzo

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SUMMARY

Successful graphic designer with a strong blend of UX/UI design and development skills to assist in finding creative solutions for internal and external communications projects. Experienced with designing and developing functional and aesthetic solutions for digital media, desktop to mobile. Strong communication and team skills to work together with multiple departments and people to deliver client and corporate goals.

SKILLS

- **Languages & Tools:** HTML5, CSS3, ReactJS, GatsbyJS, AxiosJS, ExpressJS, Javascript / APIs, AWS, Bootstrap, Git, Gulp, Vue, WebPack, Babel, React, Javascript, jQuery, SharePoint, WordPress, .NET, PHP, MongoDB, SQL.
- **Design Skills:** Hands-on illustration, digital illustration, Adobe CC (Photoshop, Illustrator, InDesign, Animate[Flash], Audition, Premiere Pro, After Effects), Acrobat & PDFs, typography, layout, campaign design, brand/identity, advertising
- Skilled leadership working with teams on long and short term projects.
- User-Interface design and development, from concept to creation.
- Understanding of SEO and Marketing to better incorporate into design and development needs.
- Entrepreneurial spirit, fast learner, constantly researching and learning new skills and techniques.
- Compliant with many types of protocols and guidelines for legal and corporate purposes.
- Articulate speaker and writer able to convey technical ideas to a non-technical audience.

EXPERIENCE

Sep. 2009 -
Present

Creative Director **Haberdash Design, Belleville NJ**

Freelance graphic design and web development services for corporate websites, brand/identity, communications, and search engine optimization. I work with Kidding Around toy stores located in Grand Central Station and on 16th Ave in New York City, Boxser Diversity Initiative non-profit in Sarasota, Law Offices of Stephen P. Sinisi, Lackawanna Business Park, Joann Somers MD, and several small businesses. Predominantly design, develop, and maintain websites and applications hosted.

- My website is built with GatsbyJS and React components with AWS integration, via Amplify, for user authentication.
- Gatsby/React sites created for Law Offices of Stephen P. Sinisi, Joann Somers MD, and Lackawanna Business Park.
- Integrate SEO with React components, Yoast for WordPress, standard HTML with Google Analytics + Tag Manager with custom variables.
- WordPress site design and PHP development of custom themes and integrating 3rd party software.
- Worked with various industries and developed strong communication skills.

Sep. 2012 -
Mar. 2021

Front-end Developer **SPI Group, Fairfield NJ**

Lead for several ongoing websites for pharmaceutical companies and their retirement programs (Merck, and Pfizer). Lead designer and developer for Labcorp's (previously Covance) intranet SharePoint sites. Worked directly with Labcorp/Covance IT and Corporate Communications departments to orchestrate and deliver designs and implement code for brand updates, overall content management, internal email marketing, and corporate initiatives. Developed and designed components for SharePoint sites for Covance and Integra.

- Build GatsbyJS website structure for various clients and integrate SEO with React components.
- Update and maintain single page interactive sites built in React and javascript.
- Build gulp scripts for websites and responsive email builder for producing responsive emails used in email marketing tools.

- Interactive videos with javascript and HTML5/CSS3.
- Transitioned new employees onto a team to assist with the day-to-day flow with the client over several years. Trained several hundred employees on how to use the new content management systems we built for Covance and Integra.
- Transitioned early and outdated websites into modern sites with new user interfaces, fully responsive UX designs.
- Integrated Google analytics and SEO features via standard HTML through to applications being developed via React.
- Designed and developed from concept to creation a marketing site for Merck's maternal mortality program.
- Teams won iABC Award for Mt. Pleasant Animal Shelter, Best Pro-Bono Design 2014.

May 2009 -
Sep. 2012

Freelance Jr. Art Director
SS&B Advertising, Flanders NY

Pharmaceutical print and web freelance, implementing designs with art director, senior art director and creative director from concept to finish. Projects involve print booklets, web advertising, websites and trade show display graphics.

- Designed digital and print advertising for generic pharmaceutical companies.
- Website designs and basic wireframes built and supplied to other corporate vendors. Worked with senior art director and CEOs to deliver on-brand messaging while following FDA guidelines.
- Catalog designs for Watson and printing procedures planned out for distribution.

Mar. 2009 -
Sep. 2012

Freelance Graphic Designer
Vicinity Media Group, Fairfield NJ

Assist in the production of advertisements and ad layout with the art director, design staff, publishers, writers and editors.

- Worked with a team of 3 designers and several account representatives to build all advertisements and page layout for three local magazines in Essex county.

Apr. 2003 -
Jan. 2009

Graphic Designer
North Jersey Media Group, Woodland Park NJ

Started as an Ad Artist in the Montclair Times and eventually became Graphic Designer for advertising in northern Bergen county community papers.

- First Place, Special Section Advertisement 2004, New Jersey Press Association

EDUCATION AND ACADEMIC HONORS

Associate of Science
Art Institute of Philadelphia

Major: Graphic Design. Minor: Computer Science. GPA: 3.5.