

Gregory J. Cioffi
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Experience

For almost 20 years I have been developing and implementing design concepts for various platforms from websites and ATMS to mobile apps and military vehicle interfaces. My career has afforded me the opportunity to collaborate with a variety of clients including the military, pharmaceutical, financial, consumer, industrial, philanthropic, artistic and educational based foundations.

2011-Present | ProcessProxy Corp. | Pittsburgh, PA

Director of Creative Design

Develop creative presentations and design concepts that meet the business objectives of the organization that advance our brand strategy. Supervise and inspire the creative team and generate multiple concepts for a campaign or project. Provide quality control over concepts, projects and overall brand.

- Experience with Axure for app and mobile web solution prototyping
- Experience with Adobe Creative Suite (Photoshop, Dreamweaver, Flash, Illustrator) for various marketing and application mockups
- Exposure to HTML5, CSS3 and JavaScript developing online presence for ProcessProxy and The High Reliability Organization Council, our associated non-profit organization

2010-2012 | Vorteil Technologies, Inc. | Pittsburgh, PA

Graphic Designer

Design user interfaces and create associated mockups, wireframes, prototypes, process flows, style guides, specification documents, graphics, icons, and print materials.

- Experience with Adobe Creative Suite (Photoshop, Illustrator) for screen mockups and icon design

2007-2010 | EFI, Inc. | Pittsburgh, PA

Sr. Web Interaction Designer

Design user friendly interfaces (Interaction or Visual design) and create associated mockups, wireframes, prototypes, process flows, style guides, specification documents, graphics, icons, HTML, CSS, JavaScript in a timely manner in order to meet milestones and deadlines.

- Experience with Adobe Creative Suite (Photoshop, Illustrator) for screen mockups and icon design

2005-2007 | PNC Bank | Pittsburgh, PA

Software Engineer III

Responsibilities included designing/formatting static graphics and Flash animation for ATM Web interface. Overseeing and testing of interface. Involved in design and maintenance of internal website dedicated to monitoring profitability and information of ATMs in production.

- Experience with Adobe Creative Suite (Photoshop, Illustrator, Flash) for screen mockups, animations and icon design

2003-2005 | Vance Wright Adams and Associates | Pittsburgh, PA

Web Designer

Responsibilities included design, implementation and management of client's websites.

- Experience with Adobe Creative Suite (Photoshop, Dreamweaver, Flash, Illustrator) for website concepts and implementation

2000-2002 | Brady Communications | Pittsburgh, PA

Designer

Responsibilities included consistently meeting client objectives by balancing creativity and aesthetics with a clear understanding of the client's business, while also working within deadline and budget parameters.

- Experience with Adobe Creative Suite (Photoshop, Illustrator, Flash) for screen mockups, animations and icon design

1999-2000 | Spider Technologies, Inc. | Pittsburgh, PA

Web Designer

Responsibilities included creation, development, and implementation of design concepts for client websites. Production of in-house projects with regard to Web and print media. Taught basic Web Design seminars through Spider Technologies for Duquesne University's Small Business Development Center.

- Experience with Adobe Creative Suite (Photoshop, Dreamweaver, Flash, Illustrator) for website concepts and implementation

1997- 1999 | Applied Business Computers | Irwin, PA

Webmaster

Responsible for developing a new department, Chariot Productions, focused on Web Design and Development. Duties also included creating an established list of satisfied clients, development of the Web Design and Development program, and the significant growth of Chariot Productions and Applied Business Computers.

- Experience with Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator) for website concepts and implementation

1994- 1997 | Antaire Corporation | Pittsburgh, PA

Product/Graphics Designer

Oversaw and implemented design of Antaire's product user manual. Designed and developed an online web-based help guide, which will allow company consultants access to information via the Internet. Developed interesting and user friendly forms for gathering customer data, via faxed-in form. Created and designed informative, color-rich brochures, newsletters, and reports that showcased product to potential investors and customers. Created training packets that were easy-to-use and understand, while providing an eye-catching and colorful look and feel.

Projects

ProcessProxy Corporation

Design logo concepts for main product.

Design and implement Flash animation for presentation and product overview.

Maintain style guide for company branding.

Vorteil Technologies, Inc.

Designed concepts for MRAP Digital backbone project, including interface, icons, logo and print materials.

EFI

Designed layout and icon updates for Digital StoreFront and PrintSmith websites.

Designed interactive and print marketing pieces for Digital StoreFront.

Built HTML version of Pace iPhone for use on multiple mobile devices.

PNC Bank

Designed layout for ATM multi-lingual user interface. This project included instructional Flash animations.

Assisted in testing of ATM features.

Vance Wright Adams and Associates:

- Harrisburg Southern Gateway Project (website)
- Mountaineer Race Track & Gaming Resort (websites, e-mail marketing)
- Regional Learning Alliance (website, e-mail marketing)
- Rooney Sports & Entertainment Group (website)
- Shady Side Academy (websites, e-mail and CD-Rom marketing, website training)
- Superalloys (website)
- Specialty Steel Industry of North America (website, e-mail marketing)
- Ventura Group, LLC (website)

Brady Communications:

- Cellomics, Inc. (websites, e-mail marketing)
- Ferring Pharmaceuticals, Inc. (websites, e-mail marketing)
- GNC (websites, e-mail marketing)
- Human Motion Institute (website)
- LIFECOR, Inc. (websites)
- Quad-C Management, Inc. (website)
- Ranbaxy Pharmaceuticals, Inc. (website)
- Royal Caribbean International (interactive kiosk, online training)
- UDL Laboratories, Inc. (website)

Spider Technologies:

- ABC Wholesale Lumber
- Crouse Enterprises, Inc.
- Eastgate Dodge
- Heartland Labor Capital Network
- Megator Corporation
- National City Center
- Newcomer Products
- Omni Food Concepts
- Spider Technologies, Inc.
- SmartOps

Applied Business Computers:

- Heinz Family Philanthropy
- Howard Heinz Endowments
- McCarls Incorporated
- Shaker Computer and Management Services

Freelance:

- auntieChef
- Muzz Buzz
- The Paper Exchange
- Borough of Ellwood City
- Del Mar Golf Course

Education

- Duquesne University's Multimedia Technology Program
- Westminster College, New Wilmington, PA
Bachelor of Science Degree in History, with a minor in education, 1993

References: Available upon request.