

Pete Fazio

User Interface Designer // Front-end Developer // Producer

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petefazio@gmail.com

(585) 975-9166

[@dadandblog](#) or [@petefazio](#)

Profile

I'm a freelance print and web designer/front-end developer. I also have a blog called [dadand.com](#).

I design in and across all media, from brand development to interactive design. My work has appeared in a lot of places including design publications like Communication Arts, Print and Wired magazines to the shelves of stores through BIC Pens I've designed. There have been ADDYs here and there but I couldn't tell you where the statues are right now if you asked. (UPDATE, I found the trophies in the storage unit.)

I love little british cars, motorcycles, and [Top Gear](#) is my obsession right now. I've owned a 1972 Mini Cooper, a 1969 Austin Healey Sprite, and now, a ~~4990-BMW K75~~ 2011 Harley Nightster and a badass Honda Ruckus scooter.



Skills

Web Design

Simple-to-use sites are king as far as I'm concerned. Get the visitor to the info they want. Frills added only when necessary

Development

I love LAMP Setups. I try my best to make clean, organized code. I program static sites and work with awesome developers to do my heavy lifting.

Project Direction

Proven ability to lead and manage a wide variety of design and development projects in team and independent situations.

Technical

Adobe Creative Suite

Wordpress

OS X

HTML/PHP

960 Grid System

Windows XP/Vista

CSS

SEO

Microsoft Office Suite

Experience

Freelance print/web design and development

2011-Present

What can I say? As a freelancer you do everything.

Martino Flynn, LLC

2006-2011

Digital Creative Supervisor

I oversee the interactive department but I spend most of my day designing/developing sites, estimating projects, and learning. I feel like the skills bullets in all the jobs below sum up my knowledge pretty well and could go on and on, but to simplify, **I've been in and around the advertising/web business since 1993 and I learn something new every day.**

Freelance Designer

2004-2006

- Everything listed above & below but as a freelancer :)

Cephire, Inc.

2002-2004

Creative Director, Senior Interface Designer

- Advance overall quality of strategic thinking and design applied technology
- Establish plans, direct and implement the user interface design
- Implement web design parameters, style guides and visual standards.
- Establish and produce graphic material for use in advertising and promotion of online services and products
- Design HTML prototypes, visual interfaces and interaction of web-based applications
- Work with the product development team to design online user experiences

NetSetGo, Inc.
Senior Interface Designer

2001-2002

- Develop creative design concepts to meet business objectives
- Design and implement common user interface standards, system usability guidelines, design guidelines, GUI prototypes, HTML page design and management, and development methodologies
- Establish and produce graphic material for use in advertising and promotion of online services and products
- Design HTML prototypes, visual interfaces and interaction of web-based applications

The-Mix/Swerve
Principal, Designer, Freelance

1998-2004

- Shared responsibilities of business operations including billing, bookkeeping, project management, light bulb changing, taking out the garbage, etc.
- Design and art direction for numerous Xerox product launches
- Experience in producing all parts of the launch including brochures, spec sheets, SIGs and posters in both North American International specs and sizes
- Involved in design and execution of "The Proving Ground". A permanent trade show-like space within Xerox for the sales force to demo all machines for prospective customers
- Clients include: Amcadny.com, Applied Mechanical Technologies, Cohber Press, Eastman Kodak, Etiquette Inc., Genencor International, KB Graphics, Neo/Sci, Point of View Media, Pontillo's Pizzeria, Preptech, Suds Puppy Pet Salon, World Hair Color Studio, Xerox Corp.

Buck & Pulleyn
Art Director

1993-1998

- The original "web guy" at an agency.
- Agency experience in producing collateral, sales promotion, advertising, direct mail and brand identity for a wide variety of clients
- Experience in contributing writing and designing award-winning mailers, ads, posters, and websites
- Experience in providing concept, art direction and photo art direction
- Xerox Business Services—Designed and programmed non-commerce section of Xerox Business Services website and materials
- Xerox Engineering Services—Brochures, sell sheets, trade shows and videos.

Education

Pratt Institute - Brooklyn, NY, USA
BFA, Art Direction — **Magna Cum Laude**