

Peter Traversone

Contact Information

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petertraversone.me

I'm an Interactive Designer, at the intersection of visual communication, design strategy, technology sciences, and user experience design.

I'm fascinated by visual design, interactivity, motion, and the constantly evolving technology we work with every day.

Programs & Languages

Sketch	Principle
Photoshop	Webflow
Illustrator	Dreamweaver
After Effects	HTML 5
InDesign	CSS3

Skills

Art Direction
Creative Direction
User Interface Design
User Experience Design
Information Design
Motion Design
Usability Research
Interaction Modeling
Prototyping
Front End Web Development

Awards

Student Web Awards 2016: People's Choice
Omnicom Emerging Stars 2018
Boy Scouts of America Eagle Scout
RIT Dean's List
Phi Sigma Kappa Academic Award

Favorite Things

Grape Soda
Peach Rings
Moleskine Dotted Notebook
Marconi 46 Italian Gin
Fast and the Furious movies

Education

Rochester Institute of Technology

Major: New Media Design (BFA)

Minor: Advertising & Public Relations

GPA: 3.42

While at RIT, I was an active member of Greek Life on campus, running several philanthropic events, and making Dean's List several times.

Experience

Hyphen Digital (Healthcare Consultancy Group)

Senior Interactive Art Director

June 2016 – Present

As the bridge between our Creative & Digital departments, I design digital experiences for health care professionals, congress booths, and brand-specific tactics to be disseminate around the globe. In doing so, I collaborated closely with in-house and freelance developer teams to ensure the product was built and tested properly.

In addition to designing, I frequently built and deployed functioning, fully responsive websites for internal and external facing projects in order to satisfy the project's limited budget and requirements without sacrificing any part of our end user's experience.

RIT Student Affairs

Design Lead

September 2015 – May 2016

I designed promotional items, created social media identities, and branded RIT Student Affairs and its accompanying departments.

Health Science Communications

Creative Intern

Summer 2015 & Winter 2016

As the precursor to my employment at Hyphen Digital (above), I helped ideate and execute web, presentation, and VR projects for accounts such as Pfizer, BMS, Lilly Diabetes, and Merck.

HAVAS Lynx

Creative Intern

Summer 2014

I worked on a summer-long intern project of an iOS app prototype, as well as developed MOA images for BLINCYTO® (blinatumomab).