



PETER TRAVERSONE

UX/UI | VISUAL DESIGNER

I've always loved art, and I found my true passion in digital media & design while I was in high school. Over the last 4 years at RIT, I learned the key to successful design isn't all about how it looks, but in how it makes the user feel. Solving the problem in the most intuitive way and making a more desirable experience. Making it look cool is just an added bonus.

WEBSITE

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MOBILE

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E MAIL

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EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

Major: New Media Design GPA- 3.42
Minor: Advertising & Public Relations

As a Senior at RIT, I've made Dean's list 6 times, I'm an active member of Greek Life on campus, and help run several philanthropic events at RIT

EXPERIENCE

RIT STUDENT AFFAIRS

Lead Graphic Designer

I designed many promotional items, created social media identities for all departments, and worked on a semester long branding project for Student Affairs and the accompanying departments.

HEALTH SCIENCE COMMUNICATIONS

Winter 2016
Summer 2015

In the Creative Department, I worked on client projects for Pfizer, BMS, Lilly Diabetes, and Columbia Precision Medicine in addition to virtual reality client pitches.

HAVAS LYNX

Summer 2014

Being the only design intern, I worked on many client, in-house, and pro bono projects including design concepts and rendering for PheoPara Alliance. I also designed, and animated an application proposal for the intern final presentation

PHI SIGMA KAPPA (Founding Father)

Spring Classic Public Relations Director
Graphic Design & Website Chair
Public Relations Chair
Executive Board Secretary (2015)

Holding 4 leadership positions in the Fraternity, I am a very active brother on campus. I design all media and products, update the website, and help run/organize our Annual Special Olympics "Spring Classic" event.

SKILLS & AWARDS

HTML5 & CSS

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Cinema 4D & Maya

Concepting & Ideation

Workflow Development

Interaction Modeling

Information Architecture

Motion Graphics & Animation

Eagle Scout

RIT's Dean's List

Phi Sigma Kappa Academic Award

D&T Graphics: Designer Scholarship