



PETER TRAVERSONE

UX/UI | VISUAL DESIGNER

Having studied the deeper nuances of integrating user interface design to create a more pleasant user experience at RIT, I learned the key to successful design isn't all about how it looks, but in how it makes someone feel. I solve problems in the most intuitive way and create 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 BFA GPA- 3.42
Minor: Advertising & Public Relations

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

HD (Hyphen Digital)

Associate Interactive Art Director
June 2016

At HD, I'm utilized as the bridge between Creative & Digital. Designing experiences that clearly communicate large amounts of complicated data to medical and healthcare professionals.

RIT STUDENT AFFAIRS

Lead Graphic Designer
2016

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

Creative Intern
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

Creative Intern
Summer 2014

I worked on concepting, rendering, and development of several client and pro bono (PheoPara) projects. I also created and animated an application prototype for my final project.

PHI SIGMA KAPPA (Founding Father)

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

I designed all media and products, update the website, and help run/organize our Annual Special Olympics "Spring Classic" event.

SKILLS & AWARDS

Sketch

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

HTML5 & CSS

Cinema 4D & Maya

Motion Graphics & Animation

Concepting & Ideation

Workflow Development

Interaction Modeling

Eagle Scout

RIT's Dean's List

Phi Sigma Kappa Academic Award

D&T Graphics: Designer Scholarship