

Contact

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Frank@FrankPessia.com

171 Baycrest Drive
Rochester, NY 14622

Professional Experience

GRAPHIC DESIGNER

9/12–Present

Alleson Athletic
Alleson.com

Rochester, NY

Maintain/evolve corporate & sub-brands, B2B marketing strategy, catalog design, interactive design, environmental design, art direct photo shoots and asset management

SENIOR DESIGNER

08/06–01/10

Six Red Marbles
SixRedMarbles.com

Baltimore, MD

Prototype design, page layout, interactive design, evaluate curriculums to create educational solutions, illustration (traditional & digital) and asset management

FREELANCER

7/06–Present

Self-owned
FrankPessia.com

Rochester, NY

Brand management, marketing strategy, print design, interactive design, event design, environmental design and art direct photoshoots

GRAPHIC DESIGN INTERN

06/05–05/06

Tungsten Creative Group
Atomic74.com

Erie, PA

Develop corporate identity packages, perform creative & market research, print design and execute marketing campaigns

ART DIRECTOR

01/10–03/11

Dixon Schwabl
DixonSchwabl.com

Rochester, NY

Develop corporate identity packages and supporting materials, evaluate client objectives to create solutions for large-scale projects, art direct photo & video shoots and illustration (traditional & digital)

BRAND EXPERIENCE

McGraw-Hill Education, National Geographic School Publishers, Disney Education, Sylvan Learning, Pearson Education, International Reading Association, Merriam Webster, Kids Discover, Hargray Communication, Roberts Wesleyan College, Gannon University, Constellation Brands, Pernod Ricard, AT&T, Wegmans Food Markets, Golisano Children's Hospital, New York Wine & Culinary Center, Tobacco Free New York, TRUGLO, Erie Otters Hockey, Alleson Athletic, Under Armour, Warrior, Brine, Thompson Creek Window Company, Angelo Planning Group

Biography

EDUCATION

Bachelor of Arts—Graphic Design, Liberal Arts
Mercyhurst College
Erie, PA

Certificate—Course Skills for Success

Dale Carnegie
Rochester, NY

Leadership Coaching

Simon School of Business/McArdle Ramerman
Rochester, NY

COMMUNITY RELATIONS

Juvenile Diabetes Research Foundation
5/11–5/13

Digital Rochester Marketing Committee
9/10–2/11

Associated Italian American Charities of Maryland
8/08–1/10

Katula Foundation
8/07–9/08