

Christian Musuraca

Summary of Qualifications

An experienced art director and web design professional, I bring creative leadership, compelling interactivity and smart, functional design to every engagement.

Professional Skills

Creative Leadership, Design and Strategy Development, Information Design, Interface Design (GUI), Production Management, Client Presentations.

Technical Skills

Macromedia	Adobe
Director	PhotoShop
Dreamweaver	ImageReady
Flash	Illustrator
UltraDev	Acrobat
Programming Languages	Video / Audio
HTML	MPEG Compression
JavaScript	QuickTime
DHTML	Real Media
Lingo	Microsoft Streaming
ActionScript	

Professional Experience

Apr2001–present FFWD (FastForward) Pittsburgh, PA

Senior Art Director

- Responsible for the design (and sometimes copywriting) of print, web-based and interactive marketing materials.
- “Webmaster” of company’s Internet web site, the lead communications vehicle, responsible for gathering and updating content on a daily basis.
- Conceive and design “spec” work for new business presentations including Flash “commercials” and web interfaces.
- Design interfaces for FFWD client implementations including e-commerce, survey, rewards and other marketing support applications.

Dec1998–Apr2001 New Perspective Interactive Pittsburgh, PA

Senior Designer

- Design Team Leader. Responsible for interface design and production of CD-based and web-based projects for a full-service audio, film and video production company.
- Lead creative activities in client kickoff meetings, design and strategy meetings, proposal and staff development meetings.
- Developed creative concepts reflecting client’s needs through use of creative brief and realized through static designs using PhotoShop.
- Guided visual design team to keep projects on strategy, design, and budget.
- Created interactive programs by incorporating motion graphics, sound and interactive programming.

Dec1998–Aug1999 The Art Institute of Pittsburgh Pittsburgh, PA

Multimedia Instructor

- Weekend and evening instructor for Interface Design, Web Site Development and Image Manipulation (PhotoShop) of Art Institute International's Pittsburgh School.
- Applied real world scenarios/situations to all projects in order to cultivate creative decision-making and to help students understand a collaborative work environment, accelerated deadlines and client service.
- Focused highly on user experience and functionality as opposed to overly stylistically designed screens.

Apr1998–Dec1998 Blattner Brunner, Lighthouse Team Pittsburgh, PA

Web Site Designer

- Worked as HTML and graphics production specialist on PPG Industries, Alpern Rosenthal, and United Way of Allegheny County Planned Giving.
- Programmed Westinghouse WELLAMP CD-ROM using Macromedia Director.

Jan1995–Jul1996 Independent Huntington Beach, CA

Freelance Designer

- Designed sales aids for small businesses (take-out menus, brochures).
- Designed start-up materials for a check acceptance company, Accept-a-check.

Oct1991–Jan1994 Musuraca's Pizza Pete's Santa Ana, CA

Manager

- Managed day-to-day operation of my family-owned and operated restaurant.
- Designed all indoor and outdoor collateral as well as promotional programs.

Selected Work Samples

Print samples available on request.

Live Web Sites (additional sites available on <http://www.musuraca.com>)

<http://www.fwd.com>

<http://www.tuscarora.com>

<http://www.traco.com>

<http://www.smartops.com/>

<http://www.vigilantminds.com/>

<http://www.valleybrookcc.com>

<http://www.lifesworkwpa.org>

CD-ROMs and Other Products (screen shots available on <http://www.musuraca.com/>)

Bayer-Hennecke Product and Services CD-ROM

Merillat Industries Cabinet College CD-ROM

Federated Investors Flash Email, Institutional & Business Card CD-ROMs

Westmoreland Regional Hospital Recruitment CD-ROM

Greater Pittsburgh Community Food Bank CD-ROM/Web Site

Multilingual Communications Corporation Business Card CD-ROM

Education

Oct1996–Aug1998 The Art Institute of Pittsburgh Pittsburgh, PA

- Specialized Technical Degree in Multimedia.

Sept1986–Jun1991 University of California, Irvine Irvine, CA

- Bachelor of Arts in Economics.