

Luke Pieczynski

Interactive Art Director and Digital Strategist

email. Luke@LPPdesign.com

mobile. 804-814-2253

website. www.LPPdesign.com

Work Experience

Interactive Art Director and Digital Strategist. CFA Institute. Charlottesville, Virginia. 10/2012 - Present.

CFA is the abbreviation for *Chartered Financial Analyst*, and is one of the leading professional designations in the finance and investment industry. My responsibilities at this non-profit organization include digital strategy and design, brand adherence, and art direction of our global agencies, as well as collaborate with both internal and external clients to meet B2B and B2C digital marketing needs. The digital footprint at the organization includes design/development of multiple web properties, HTML email campaigns, social media campaigns, global advertising, user experience, and user testing.

Key achievements:

- Selected to participate in the Future Leaders Summit in order to be trained as a next generation leader at the organization.
- Chosen to participate on a 12-person team led by the CEO to improve engagement at CFA Institute during a company-wide reorganization.
- Chosen to participate on a team to create a Staff Engagement Council as requested by the CEO.
- Led MarComm's Strategy & Leadership group and was the co-creator and champion of the well-received "social groups," an exercise that helped colleagues get to know each other in order to become a more cohesive team.
- Helped lead and bring to life the *Statement of Investor Rights* microsite – a website dedicated to teaching investors what they should expect from their financial advisors.

Senior Art Director (Freelance). LPP Design. 02/2002 - Present.

LPP Design is the label for my freelance business. My responsibilities include:

- Taking every account from client acquisition through design concepts to project completion including billing.
- Helping clients establish their identity and branding.
- Helping clients build an online presence through web design/development and social media.
- Assisting multiple clients with print materials and managing printer relationships.

User Experience Designer. Media General. Richmond, Virginia. 12/2010 - 08/2012.

At Media General, I was responsible for design and user experience across Media General online media.

Key achievements:

- Designed a new mobile alert signup process to reduce the abandon rate.
- Co-created a new logo for the Richmond Times-Dispatch (a large local newspaper) online presence.
- Helped design and develop an in-house mobile platform for Media General sites.
- Created email templates to be used by sites for weekly promotional emails to their visitors.
- Conducted user research, gathered requirements and started the design of a new CMS with a focus on increasing productivity in the field and decreasing maintenance and support requests.

Lead Web Designer/Developer. Dynamic Brands. Richmond, Virginia. 6/2009 - 11/2010.

- Designed, developed, and maintained all 12 websites owned by Dynamic Brands, including multiple ecommerce sites.
- Established and maintained digital standards and rules to guide internal partners on presenting the company online.
- Designed and developed all email marketing campaigns, which at its peak included 49 email campaigns in the month of August 2010 alone.

Lead Web Designer/Developer. LOGISTICS 2020, Inc. Chesterfield, Virginia. 2/2008 - 4/2009.

- Designed and developed 3 websites for multiple companies owned by Logistics 2020.
- Maintained all 5 corporate websites.
- Established and maintained website standards and rules based on strict government protocols.

Web Designer (Contract). Capital One. Richmond, Virginia. 5/2007 - 2/2008.

- Designed and developed email campaigns for Capital One's multiple lines of business.
- Designed and developed interactive online product tutorials for the debit card line of business.
- Designed banner ads and landing pages for the auto finance line of business.

Director of Multimedia Services. Hall + Partners Communication Architects. Petersburg, Virginia. 5/2004 – 5/2007.

- Developed, managed, and coached an interactive team through the creative process for client websites and videos.
- Designed, directed, and consulted on numerous client websites, promo videos, television spots, and presentations.
- Helped establish Hall + Partners as a one-stop advertising shop. In less than two years, the agency went from print projects generating 100% of revenue to digital/multimedia projects generating over 50% of company revenue.

Skills and Knowledge

Art Direction	Branding & Identity	Flash	JavaScript
Digital Strategy	Photoshop	After Effects	WordPress/Squarespace
User Experience	Illustrator	InDesign	Email Marketing
Leadership/Coaching	Dreamweaver	HTML5/CSS3	Agile/Scrum/Kanban

Training and Education

Design Thinking: Insights to Inspiration. Charlottesville, VA. November 2015.

Presented by the Darden School of Business Executive Education program at the University of Virginia, this 5-week online course is designed to help participants understand more about design thinking and guide them through the early steps of the design thinking process.

Future Leaders Summit. Charlottesville, VA. May 2015.

The Summit is an intensive, two-day learning experience designed to enable individuals to develop the skills to be effective leaders of people and processes. The program content provides a proactive opportunity to educate and develop potential future leaders.

99U. New York, NY. May 2015.

The goal of the 99U Conference is to shift the focus from idea generation to idea execution, providing road-tested insights on how to make ideas happen.

Claritas® Investment Certificate. Charlottesville, VA. August 2014.

The Claritas Program is a comprehensive global education program designed to give a clear understanding of the essentials of the investment industry.

Other training and education includes:

HOW Design Live (May 2014), **Facilitation: By Design** (June 2013), **An Event Apart** (April 2013), **Certified Scrum Product Owner Training by 3Back** (May 2012), **MoDevUX** (April 2012), **edUi** (October 2011), **Email Experts Training by Constant Contact** (May 2010), and **Adobe MAX** (2008)

Mercyhurst University. Erie, PA. 1999-2003.

Bachelor of Arts in Art. Concentration in Graphic Design. Minor in Photography.