

Luke Pieczynski

Interactive Art Director, Digital Strategist, and Passionate Customer Advocate

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Work Experience

Creative Manager: Email Marketing. DICK'S Sporting Goods. Pittsburgh, Pennsylvania. 01/2018 – Current.

Responsible for leading and supporting the Email Creative team working on the DICK'S Sporting Goods email marketing campaigns. The team's purpose is to help drive email marketing strategy and produce the copy, design, and development of all DICK'S Sporting Goods marketing emails, as well as serve as the subject matter experts for Field & Stream and Golf Galaxy.

Key focuses:

- Build and foster relationships with business partners to improve email process and communication between teams.
- Drive creative and technology enhancements to improve customer experience.
- Introduce creative testing opportunities to enhance the organization's email best practices.

Manager of UI Design. DICK'S Sporting Goods. Pittsburgh, Pennsylvania. 07/2016 – 01/2018.

Responsible for leading and supporting the User Interface Design team working on all DICK'S Sporting Goods (DSG) ecommerce websites and building partnerships to deliver seamless digital experiences for DSG brands and platforms.

Key achievements:

- Led the creative testing initiative as a way to gather insights and data specific to design on the DICK'S websites.
- Led the design team's UAT efforts in a cross-functional initiative to completely re-platform the \$1 billion DSG eCommerce sites.
- Became the design sponsor in the company's efforts to become ADA WCAG2.0 AA-compliant.
- Led a career development initiative for the designers and developers on staff to gain access to multiple continuous learning opportunities.
- Provided volleyball subject matter expertise--including content and proofreading--for DSG's Pro Tips website, a site dedicated to helping coaches, athletes, and parents gain the knowledge necessary to be informed and to compete.

Interactive Art Director and Digital Strategist. CFA Institute. Charlottesville, Virginia. 10/2012 – 07/2016.

Responsibilities at this non-profit finance organization included digital strategy and design, brand guidance, and digital 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 included 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 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 that focused on opportunities to innovate and iterate.
- Helped lead and bring to life the *Statement of Investor Rights* microsite—a website dedicated to a brand new audience for CFA Institute—that taught 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. Responsibilities include:

- Taking every account from client acquisition through creative strategy, design execution and implementation.
- Helping clients establish their identity and branding.
- Helping clients build an online presence through web design/development, email marketing, 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.
- 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

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

Training and Education

National Retail Federation. New York, NY. January 2018.

The NRF Conference is a three-day event where attendees learn the latest retail trends and get an unparalleled view into how retail brands of all sizes are transforming themselves for the digital age.

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 was designed to help participants understand 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 be effective leaders of people and processes.

Other training and education includes:

Brand New Conference (September 2017), **99U** (May 2016, May 2015), **Claritas® Investment Certificate** (August 2014), **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.