

Luke Pieczynski

Creative Leader

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Work Experience

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

Responsible for leading and supporting the Email Center of Excellence 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.

Key focuses:

- Sponsor the development and iteration of an internal codebase on which all email marketing is now built.
- Build and foster relationships with business partners to improve email process and communication between teams.
- Introduce creative testing opportunities to enhance the organization's email best practices.
- Champion career development opportunities across the creative department in an effort to help identify the next generation of leaders.

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 ecommerce websites and building internal partnerships to deliver seamless digital experiences for DSG brands.

Key achievements:

- Led creative testing to gather insights and data specific to design on the DICK'S Sporting Goods websites.
- Led the design team's UAT efforts in a cross-functional initiative to completely re-platform the DSG eCommerce sites.
- Acted as 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.

Managing Director (Freelance). LPP Design. 02/2002 – 07/2017.

Responsibilities included:

- Taking every account from client acquisition through design concepts to project completion.
- Helping clients establish their identity and branding.
- Helping clients build an online presence through web design/development and social media.

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

Responsibilities at this non-profit organization included 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 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 training 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.

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

- Designed a new mobile alert signup process to reduce the abandon rate.
- 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.

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	User Experience	HTML5/CSS3/JS
Digital Strategy	Email Marketing	WordPress/Squarespace
Leadership/Coaching	Adobe CC Suite	Agile/Scrum/Kanban
Branding & Identity		

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 continuous learning 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.