LARRY POCCIA
GRAPHIC AND MULTIMEDIA DESIGNER

CONTACT

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SUMMARY

Versatile Graphic and Multimedia Designer with extensive expertise in print and web design, video editing, motion graphics, multimedia creation, HTML email production, audio editing, and voiceover. Highly proficient in delivering innovative and visually compelling content across various platforms, consistently aligning with branding and marketing goals.

SKILLS/SOFTWARE

- Photoshop, Illustrator, InDesign, Premiere, After Effects, Dreamweaver, Acrobat, Logic Pro, Audacity, Word, Excel, PowerPoint, WordPress, and SharePoint.

- Email Service Providers used: Adobe Campaign, Silverpop, EmailLabs, ExactTarget, Listrak, Pardot, Mailchimp. Email Testing: Litmus.

- Proficient in Windows and Mac OS platforms.

EXPERIENCE

Graphic Designer – Print, Web, Video Editing, and Email Coding

Self-employed: Feb 2025 – present

Support a range of clients including KISS, Rob Zombie, Elvira, the estates of Bela Lugosi and Vincent Price, Warner Bros. licensed properties (Beetlejuice, A Nightmare on Elm Street, Friday the 13th, IT, House of the Dragon), UnitedHealthcare, GL Homes, and National Jets in the following areas:

- Print Design: packaging, business cards, lanyards, tradeshow booths, shirts, stickers, cups, and other promotional material.

- Video: promotional video creation for products and services.

- Branding: establish client brand guidelines (colors, typography, logos, illustrations).

- Web: static and animated images for web and social media. Project management/testing of WordPress website content, code, and migration.

- HTML Email: coding, testing, database management, and consulting for email campaigns and Exchange global email signatures.

- Manage projects from concept to delivery and proposal to billing.

Graphic Designer/Multimedia Specialist

Peraton: Mar 2023 – Jan 2025

- Design/Branding: created brand names, logos, color schemes, and design elements (including UI) for Peraton internal projects as well as external clients.

- Video: provided video/audio editing, voiceover, and motion graphics for M365/Linux tutorials, educational/informational videos, and tradeshow promotional videos.

- Print Design: tradeshow booths, promotional giveaways, brochures/flyers.

- Email/Web: created layout and design elements for a weekly campaign. Article pages created/published in SharePoint. Data lists updated and emails created/deployed in Adobe Campaign.

Graphic Designer/Multimedia Specialist *(CONTINUED FROM PAGE 1)*
Peraton: Mar 2023 – Jan 2025

- PowerPoint: designed/formatted templates for PowerPoint presentations.
- Power BI: created interactive maps and charts showing global activity populated in real-time from shared Excel spreadsheets, as well as website stat dashboards with data imported from Matomo Analytics' RSS API.
- Power Apps (Canvas): created an online global informatics glossary with search bar that filters the definitions list. Terms can be clicked to expand/contract to show/hide the definitions. Terms/definitions are populated from a SharePoint list, and the client can add, remove, or update them by editing the list.
- eLearning: created multimedia presentations with interactive quizzes using Adobe Captivate 11 (Classic) and 12, and set up/published them in several Learning Management Systems (LMS).
- Colossyan AI Video Platform: selected and modified AI avatars, voices, and design elements to create tutorial/presentation videos.

Graphic Designer – Print, Web, Video Editing, and Email Coding
Self-employed: Jan 2020 – Mar 2023

See page one *"Graphic Designer – Print, Web, Video Editing, and Email Coding"* experience for details.

Digital Media Art Director
Taylor Communications: Jan 2018 – Dec 2019
Progressive Impressions International (pii): May 2008 – Dec 2017
First Marketing: Jan 2004 – Apr 2008

Supported a range of clients including AbbVie Pharmaceuticals, Chrysler/Dodge/FIAT/Jeep/Ram/Hyundai, the Internal Revenue Service, Pfizer, and Farmers Insurance in the following areas:

- Email design and HTML coding. Loaded email service provider with compliant HTML, plain text, and data (active, seed, and unsubscribe lists).
- Tested in various email clients. Adhered to CAN-SPAM & HIPAA guidelines.
- Website and user interface design for web applications.
- Animated sales demos (storyboard, design/animation, and functionality).
- Forms and surveys.
- Art directed, assessed, and tested projects created by the web team.

Senior Art Director
Price Parker: Apr 2003 – Dec 2003

- Maintained and updated the company website.
- Designed all company print advertising.
- In charge of all look and feel, marketing, branding, and collateral.
- Created motion graphics for television shows.
- Created multimedia presentations for desktop and web.

Art Director/Creative Director
TV Interactive: Sep 2000 – Mar 2003

- Designed, developed, and maintained TVI's 7 websites.
- Designed all company print advertising.
- Production still photography for TVI-produced television shows, including ".com" with host Mark Hamill (Star Wars' Luke Skywalker).
- Created motion graphics for TVI-produced television shows.
- Created multimedia presentations for desktop and web.