

Larry Poccia

GRAPHIC DESIGNER | WEB | PRINT | EMAIL | VIDEO

CONTACT

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PARTIAL CLIENT LIST

AbbVie Pharmaceuticals
AXA Insurance
Benjamin Moore Paints
Black & Decker
Blue Cross Blue Shield
Broward County
Cablevision
Chrysler/Dodge/FIAT/Jeep/Ram/Hyundai
Compaq
COUNTRY Financial
Dead Sled Coffee
Dow Chemical Company
Epic Rights
Farmers Insurance
Foremost Insurance
GE Appliances
Hertz
IBM
Internal Revenue Service
Kaplan University
KISS
Kodak
LaQuinta Suites
Lexus
Madison Square Garden
Mass Mutual Financial Group
National Jets
New York Knicks
New York Yankees
NextHome Real Estate
Nextel
North Inc. Smart Glasses
Pennzoil
Pepsico
Pfizer
Polaroid
Regent Cruises
Rob Zombie
UnitedHealthcare Insurance
Verizon Wireless
Warner Bros. Consumer Products

SUMMARY

Graphic designer with experience and proficiency in print, web, HTML email production, multimedia/motion graphics/video and audio editing.

SKILLS/SOFTWARE

- : Photoshop, Illustrator, After Effects, Premiere, Dreamweaver, InDesign, Acrobat, Logic Pro, Microsoft Word and Excel.
- : Email Service Providers used: Silverpop, EmailLabs, ExactTarget, Listrak, Pardot, Mailchimp. Email Testing: Litmus.
- : Proficient in Windows and Mac OS platforms.

EXPERIENCE

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

Self-employed: Jan 2020 – present

- : Print Design: packaging, business cards, lanyards, tradeshow booths, stickers, cups, labels.
- : HTML Email: coding, testing, database management, and consulting for email campaigns and Exchange global email signatures.
- : Web: static and animated images for web and social media. Project management/testing of website content, code, and migration.
- : Video: promotional video creation for products and services.
- : Branding: establish client brand guidelines (colors, typography, logos).
- : Manage projects from concept to delivery and proposal to billing.

Digital Media Art Director

Taylor Communications: Jan 2018 – Dec 2019

Progressive Impressions International (pii): May 2008 – Dec 2017

First Marketing: Jan 2004 – Apr 2008

- : 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 web team.

Senior Art Director

Price Parker: Apr 2003 – Dec 2003

- : Maintained and updated 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.
- : Created motion graphics for TVI produced television shows.
- : Created multimedia presentations for desktop and web.