

VINCENT PARATORE

365 WEST MAIN STREET, TILTON, NH

603.520.4857, VINCE@VINCEPARATORE.COM

QUALIFICATIONS

Highly motivated Creative Director with extensive experience in Website development, interactive programs, brand development and repositioning of large financial, health care, and general business entities. Comfortable working with clients of all sizes. Skilled at communicating the language of Web development, branding and design with a multi-layered clients. Experienced at operating at a pace that meets the needs of fast moving industries without sacrificing design quality or integrity.

- Outstanding ability to hear a client's needs, communicate a vision of a solution, and follow through with a final product.
- A solid understanding of user interface design and information architecture. Working knowledge of a variety of programming including: HTML, CSS, ASP, Java Scrip, knowledge of SEO for a variety of browser platforms.
- Excellent software skills; proficient in Adobe CS3, QuarkXpress, Microsoft Office. Acrobat; experienced with Flash, Dreamweaver, Go Live.
- Outstanding web design, development, and implementation skills
- Excellent graphic design skills, and an extensive knowledge of print production technical processes
- Experience working in small and large teams to develop creative directions
- Excellent management and team leadership ability with very strong communication skills
- Native Spanish speaker

WORK EXPERIENCE

Gearon Hoffman Advertising, Boston MA 2002 to present **Interactive Director, Senior Designer (Contract position)**

Responsibilities included building and interactive design department. Educating existing clients on new services and how to integrate new media solutions to ongoing advertising efforts. Managed large website development projects for large clients. Created a variety of interactive promotion and training materials. Responsible for all client interaction, estimating and program management. Develop new media directions to solve client-identified problems or achieve goals.

Key achievements:

Prudential Retirement: Re branded entire Prudential Retirement customer communications materials and created style guides and training tools to transition all Prudential internal communications to the new brand.

Worked with internal sales to redesign pitch materials for all sales presentations and meetings. Created microsite to show the new brand to all internal Prudential departments. This microsite contains samples of the new advertising and design, and assists internal staff in the delivery of their new brand strategy.

Champion Exposition Services: Transitioned a new creative advertising strategy to the web for Champion Exposition Services to create a functional, easy to use web site that competitively positions Champion within its market.

After first reorganizing the information, refining the copy, and simplifying the navigation, I created various design directions that complimented the new advertising creative. The chosen design complimented and strengthened the new Champion identity and better highlighted its products and services.

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Tufts Health Plan: Created concepts, design directions, and then fully executed a total corporate website redesign. We evaluated the existing site, and recommended reorganizing of all of the content into a more customer-focused hierarchy. We presented concepts based on the clients goals, and rolled out the page designs based on the chosen direction. An intranet site was also redesigned to work with the company site. In addition, several other online, interactive tools were developed and designed to help train internal departments and customer groups about the features of the new site.

Capital Crossing Bank: This large banking site was redesigned to reflect the company's new identity and brand strategy. An ASP model was used so that dynamic page generation occurred for all pages that contained frequently changing financial data. In addition, an intranet site for institutional investors that reflected the new look and feel was also created and added to the newly redesigned site.

Clients include: Prudential Retirement, Newark, NJ; Papa Gino's, Dedham, MA; Champion Exposition Services, Middleboro, MA; One Beacon Insurance, Canton, MA; Tufts Healthplan, Watertown, MA; Brown & Company; Capital Crossing Bank, Boston; Private Healthcare Systems, Waltham, MA.

Paratore Hartshorn design + communication, Boston, MA 1993-2002

President/Creative Director

Principal creative and founder of a full-service firm that provided advertising, design, and communications materials to small and large companies in the financial, high tech, and education fields.

As president and creative director, responsibilities included:

- Developing successful strategic design and interactive concepts
- Producing and executing marketing solutions that increased client sales and visibility
- Interfacing with top levels of management
- New business development
- Management of design studio, outside vendors, and new business rep.

Services offered by the firm included: identity creation; new product branding; web site development, design, and implementation; direct mail campaigns; catalog design and production; and trade show materials.

Clients included: Oracle, Brisbane CA; Sovereign Bank, Boston, MA; Fidelity Investments, Boston, MA; Epion Corporation, Billerica MA; Capital Offset Co., Concord, NH; Security Innovation, Wakefield, MA; BankBoston, Boston MA; Rational Software, Burlington, MA; Boston Children's Museum, Boston, MA; National Geographic, and The Art Institute of Boston.

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Parody Graphics and Humor Co., Clinton, MA 1991 - 1993

Graphic Designer/Illustrator

Responsibilities included art direction, design, and production of all sales and collateral materials from concept through camera-ready art. Handled all phases of color-separation for t-shirt and premium production.

Copy-Print, East Providence, RI 1989 - 1991

Graphic Designer, prepress specialist

Handled all phases of design and production from concept through fulfillment. Other responsibilities included client contact and press checks. Projects included corporate identities, brochures and original illustration. Prepress experience included digital file preparation, color separation, and traditional mechanical paste-up.

TEACHING EXPERIENCE

Massachusetts College of Art, Boston, MA 1997 - 1999

Portfolio Prep/Senior Graphic Design Class

Developed class syllabus and structured learning materials. Participated in junior and senior year-end performance reviews.

Art Institute of Boston, Boston, MA 1999 - 2003

Design for Illustrators.

This course taught illustration students fundamental graphic design skills and techniques. Developed a syllabus that centered on the exploration of typography and image. Students were also introduced to computer programs such as Adobe Illustrator and Photoshop. All class projects were taken from concept to digital output to show project process.

Intro to Web Development.

This class introduced students to real-world web design projects and was co-taught with a web programmer. Students learned the basics of web site design principles, such as navigation, information hierarchy, and user interface design. Students were then required to apply what they learned to a functional, self-promotional web site for their final class project.

Minuteman Regional Vocational Technical School, Lexington, MA

1990,1991 Fundamental Drawing

Taught fundamental drawing classes. Developed class syllabus and structured learning materials.

EDUCATION AND PROFESSIONAL TRAINING

Bachelor of Fine Arts with a concentration in graphic design, 1994

Art Institute of Boston, Boston, MA

Rhode Island School of Design Summer Institute for Graphic Design

Studies, 1990 Providence, RI