

# Samuel Lovetro

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## VISUAL COMMUNICATIONS / MULTIMEDIA DESIGNER

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### **Graphic / Web Design // User Interface / Application Design // Video Production**

Proficient in a wide range of tools, including Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, Audition, After Effects, Firefly), HTML5, CSS/SCSS, JavaScript, PHP, MySQL, and more. Known for cost-effective creativity and a history of doubling web sales through website enhancements and strategic marketing. Seeking opportunities as an in-house graphic artist or within a creative agency.

## VALUE PROPOSITION

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- Demonstrated ability to create impactful materials with limited budgets.
- Strong critical thinking skills and creative thinking.
- Proven experience in website development, marketing, and video production.

## WORK EXPERIENCE

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**Just Solutions, Inc.** – Rochester, NY

### **Creative Director and Web Development**

*November 2023 – July 2024*

- **Video Production:** Produced marketing videos, including a promotional video showcased during CMAC intermissions, and one shown across the Spectrum network in Western NY, significantly increasing brand visibility. Developed a "pit crew" themed video campaign for technician recognition on social media, utilizing customer satisfaction scores to create personalized, engaging 60-second videos for 14 technicians.
- **Landing Pages and Brochures:** Developed landing pages for eight main service offerings and repurposed the content for physical brochures and promotional videos, streamlining marketing materials and ensuring cohesive messaging.
- **Website Development:** Created and launched a new website for a paving company using WordPress and Elementor, improving user experience, enhancing content, and modernizing the company's online presence.
- **Print Advertising:** Regularly created print ads for the Rochester Business Journal, expanding JSI's reach in the local business community.
- **Inhouse Marketing:** Produced monthly graphic banners for email communications, client report covers, signage, company headshots, Shopify theme, and service offering sell sheets, enhancing visual engagement and brand consistency.

**Scriptel Corporation** - Columbus, OH

### **Web Development / Marketing**

*April 2015 – October 2023*

Highly skilled and versatile Web Developer and Marketing Professional with eight and a half years of experience in creating dynamic websites, marketing materials, and video content for a small national company.

- Originally hired to design, implement, and oversee several websites: an updated version of the company website ported to WordPress, e-commerce site (using WooCommerce), customer licensing portal, and several small sites for subsidiary companies. WordPress development included writing custom scripts and plugins for easier content management.
- Created all visual marketing materials, including new company logo / identity / branding (including developing branding guidelines), all company printed materials (product datasheets, case studies, stationery, user guides, trade show booths, PowerPoint decks, and ancillary materials). Responsible for assuring adherence to brand specifications across all visual platforms. Designed all product logos. Art Directed and shot product photography and edited resulting shots.
- Designed user interfaces for company software products and onboarding workflows using Adobe XD.
- Wrote copy and copy edited technical and marketing communications (including maintaining company blog). Designed and deployed email blasts via MailChimp and Constant Contact and landing pages to collect conversions.
- Directed, wrote, shot, designed motion graphics, edited, and provided voice over for instructional and promotional videos. Motion graphic work consisted of creating / updating Motion Graphic Templates (MoGRTs) and creating / rigging characters for animation.

***Lovetro.com - Rochester, NY******Owner / Designer****May 1987 – Present*

- Established and continue to lead Lovetro.com, serving as the primary point of contact for C-suite officers of diverse businesses, determining their website requirements, and executing end-to-end web design and development projects.
- Crafted all aspects of websites, from graphics and code to content creation, and proficiently managed resources when necessary to realize the site's vision.
- Accomplished design and development projects for small and medium-sized businesses, utilizing the WordPress platform to deliver user-friendly and engaging websites tailored to each client's unique needs.
- Designed and produced multimedia marketing materials, such as customizing apps for product configuration, which enhanced the client experience for Spectracom.
- Drove creative materials production for the music industry, including packaging design for PolyGram artist Vaporspace, encompassing content curation, font creation, photo editing, and layout for multiple 12" releases. Also designed the artist's personal label logo and record imprint stickers.
- Led video production projects from concept to completion, leveraging Adobe Premiere for video editing and Adobe After Effects for video effects, compositing, character animation, and motion graphics, achieving captivating and impactful results.

***Rochester City School District, Central Office - Rochester, NY******E-Learning Technical Designer (Ind. Contractor)****October 2012 – May 2013*

- Developed the innovative "CourseApp" MVC system in response to the New York State Board of Regents' initiative to create online versions of all coursework for students who require remote access. Collaborated with a group of educators to gather input and suggestions, ensuring alignment with instructional goals.

- The primary objective was to simplify the process for teachers, enabling them to effortlessly transform Microsoft Excel spreadsheets into multimedia-rich, multi-page course websites for every lesson, while maintaining ease of maintenance and user-friendliness.
- Received feedback a year after project completion, affirming the continued utilization of the "CourseApp" system by faculty with no reported issues.
- Enhanced the default appearance and user experience of the Rochester City School District's PeopleSoft intranet site, contributing to a more user-friendly and visually appealing platform.

**Eastman Kodak Company - Rochester, NY****Visual Interaction Designer***September 2011 – January 2012*

- Designed, produced, and maintained user interface layouts, interaction methods, graphical assets, and user interface specification documents in line with visual and user experience design best practices.
- Collaborated with a team consisting of Human Factors specialists, the user experience lead architect, and the user interface creative director to contribute to the design and implementation of product features for a GoPro-style camera project (unreleased) and associated software.
- Created interactive demos and prototypes of UI solutions using Adobe Flash, ensuring the effective visualization, and testing of user interactions and experiences.
- Operated in an environment with a methodical pace, necessitating patience to uphold a commitment to producing the highest quality products.

**Daktronics (formerly Hoffend and Sons, and Vortek) – Victor, NY****User Interface Designer – Ind. Contractor / Full-time Employee***November 2002 – July 2011*

- Contributed to the transformation of Hoffend and Sons, America's leading theater rigging company, into Vortek. The company changed its brand in response to the growing demand for computer-controlled and automated rigging systems.
- Designed and tested the user interface extensively in diverse settings, ranging from high schools to prestigious venues like the Bellagio Theater in Las Vegas, Heinz Hall (where the Pittsburgh Philharmonic plays), and the Eastman Theatre at the Eastman School of Music.
- Created a programmatic system for rigging, introducing cues to trigger position changes for battens. This innovative system, controlled through a touch screen interface, enhanced the efficiency and precision of rigging operations during shows, and won multiple national awards.
- Authored comprehensive technical operation manuals for the rigging system, encompassing text writing, illustration creation, and graphic design layout.
- Continual system enhancements (such as a "Dead man" switch, translations, and multiple cue sheets) were informed by user feedback and evolving industry requirements.
- Took the initiative to maintain and organize progress tracking and bug reports using Microsoft Excel, ensuring the systematic handling of issues.
- A significant system evolution occurred after my full-time tenure, known as "multi-cueing", enabling the simultaneous execution of three cue sheets. This involved a transition from Procedural to Object-Oriented programming to accommodate this groundbreaking feature.

**UniteU Technologies Inc. – Rochester, NY****Graphic Designer (Ind. Contractor)***June 2008 – March 2011*

- Customized UniteU Commerce™, an on-demand digital commerce platform, by designing skins to align with the existing branding of clients. This enhanced the visual appeal and brand consistency

of e-commerce stores, with a client portfolio including prominent names like Lilly Pulitzer, Shoe Station, the Princeton University Bookstore, Dakota Ammo, and others.

- Demonstrated exceptional proficiency in Adobe Illustrator and Photoshop for the design and production of web assets, ensuring the quality and visual appeal of digital materials.
- Collaborated seamlessly with a cross-functional team consisting of a Project Manager and an Applications Developer. This cooperative approach facilitated the successful execution of projects and the achievement of client satisfaction, leading to continued engagements.
- Developed a JavaScript application capable of dynamically generating animated graphic banners from XML data. The tool efficiently processed XML files constructed an array of graphic ads, and orchestrated a seamless rotating image display, contributing to the enhancement of web content and interactivity.

***Auragen Communications, Inc. - Rochester, New York******User Interface Designer****June 2001 – August 2003*

- Pioneered the development of interactive surveys for Miller Brewing Co, revolutionizing their previously text-only approach. Introduced a system that interpreted XML configuration files to display animated questions and answers, resulting in a remarkable twofold increase in survey responses.
- Engineered screen displays with monospaced characters to meet Harris Interactive's stringent requirement for sub-second response times.
- Created the captivating Frontier CyberCenter interactive tour by seamlessly integrating facility footage with animations, explaining its functionalities.
- Leveraged the Adobe Suite for artwork and harnessed Flash for crafting engaging animations.

***Graphic / Web Designer****October 1996 - June 2001*

- Spearheaded the design and development of Wegmans Food Markets' website, not only meticulously hand-coding all HTML, but also crafting and integrating all graphics.
- Exemplified an unwavering commitment to adhering to strict brand guidelines for each company, ensuring brand consistency.
- Utilized the Adobe Suite for artwork and Flash for dynamic animations in this role.

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**TECHNICAL SKILLS**

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- Adobe Creative Cloud Suite (Photoshop, Illustrator, InDesign, XD, Premiere, Audition, After Effects, Firefly). Extensive work in video production, websites, sell sheets, and other marketing materials.
- Website Design and Production using WordPress ecosystem over 15 years, including developing plugins and custom themes with an emphasis on mobile/responsive development.
- HTML5, CSS/SCSS (including Bootstrap frameworks), JavaScript (including jQuery, Underscore and Backbone frameworks), PHP, MySQL, XML
- Microsoft Office, Teams, Slack, and Zoom
- Photography and photo editing, illustration, graphic layout, icon and font design
- User interface design and prototyping
- Storyboarding, video production planning, shooting, post-production, video editing, motion graphics, musical soundtracks, voice over work

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AWARDS AND HONORS

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**Daktronics Vortek Automated Control (VAC) Rigging System**

- *Entertainment Design (EDDY)*, Product of the Year 2004
- *Architectural Record*, Innovative Product Award 2004
- *Pro Lights and Staging News*, Top Products of 2003
- *Lighting Dimensions International (LDI)*, Product of the Year – Rigging and Hardware 2003

**Frontier CyberCenter Online Tour**

- *Web Marketing Association Award (WMA)*, Best Telecommunications Website 2002

**Wegmans Food Markets Website**

- *Web Marketing Association Award (WMA)*, Standard of Excellence 2001
- *Rochester Advertising Federation (Addy)*, Best Web Site 1999

**Nalgene Outdoor Website**

- *Rochester Advertising Federation (Addy)*, Best Web Site (Honorable Mention) 1999