



ANTHONY PADRONAGGIO

Creative Director | Interaction Designer

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CREATIVE DIRECTOR

Millward Brown Digital | 7 years

- Designing dashboard experiences for our clients
- Recruitment invite concept, copy, and design driving traffic from publishers such as Apple, MSN Unilever, ESPN, Pandora, Twitter and more
- Working in our custom CMS to develop, design and maintain web templates for traffic driven from publishers
- Utilizing Bootstrap for fast prototyping and interactive style guides for our internal pages
- Hiring freelance designers/agencies and overseeing projects
- Using responsive and fluid techniques for working with dynamic, data-driven content

Skills

Adobe CC
HTML(5)
CSS(3)
SASS
jQuery
Bootstrap
Axure RP
Responsive
Mobile

FREELANCE DESIGNER

8 years

As a multi-talented freelance designer:

- Planned mobile and desktop User Experiences (UX) using flow charts, personas and wireframes using Axure RP and Illustrator culminating in clean, usable, user-centered UI designs for several small business clients. Tasks also involved hopping on calls to confer with clients directly, understanding their business goals, and working with development teams to develop these products.



PARSONS | NEW SCHOOL FOR DESIGN

MFA in Design and Technology

CW POST, LONG ISLAND U.

BFA in Digital Design | Minor in Journalism



MARKETING FORWARD AWARD

Bronze medal for innovative tablet solution - 2011