



QUALIFICATIONS

With over a decade of creative industry experience, I am a graphic design and communication professional. I specialize in simplifying the complex, making information clear and as beautiful as possible. With special focus on information design and corporate identity, I am well versed in brand building and design across all communications channels, including print, internet, video and sound.

EXPERIENCE

- **Software Engineering Institute (SEI)**
Carnegie Mellon University | Pittsburgh, Pennsylvania
Team Lead | Creative Director
April 2007 – Present

The Software Engineering Institute is a federally funded research development center (FFRDC) affiliated with Carnegie Mellon University. The SEI's mission is to advance the state of practice for software engineering and related disciplines.

I lead the SEI's Communication Design team, collaborating with illustrators, writer / editors, and web developers to provide strategic creative planning, concept development and communication of complex technical concepts across a variety of mediums for our internal customers. I direct the vision for all design projects for a team of 6 mid- to senior-level designers. I represent and promote our in-house creative group to our internal clients and executive management, as well as oversee professional development and coaching of all staff designers.

Senior Information Designer
April 2006 – April 2007

Functioned as senior graphic designer within SEI's Communication Design department, dedicated to the SEI's Software Product Lines initiative.

Responsible for graphic design and complex information design on a variety of print projects, presentations, technical reports, conference-related materials, web-based marketing and promotional materials, project management and overall support of the SEI brand.

- **Daniel Pipitone | Design | Communication | Pittsburgh, Pennsylvania**
Owner
February 1998 – Present

Freelance design sole proprietorship.

Own and operate a freelance design business to a variety of small clients, providing a full range of services including graphic design for print, web, interactive, branding and marketing support. Customers include CASA of Allegheny County, Michael Schneider, Psy.D. and Associates, Revolution Wellness, VERITAS Legal Services and Conway E & S, Inc.

- **Giant Ideas | Pittsburgh, Pennsylvania**
Senior Graphic Designer
May 2003 – February 2006

A full-service, multi-disciplinary advertising agency and creative firm.

Held a senior-level design position, responsible for development of advertising campaigns, graphic design solutions for print, broadcast, direct mail, interactive and the internet. Included work for clients such as H.J. Heinz Company, Adelphia Communications, InCode Wireless, Pittsburgh Opera, Mario Lemieux Foundation.



EXPERIENCE (CONTINUED)

– **Scott Pipitone Design | Pittsburgh, Pennsylvania**

Senior Graphic Designer

January 1999 – May 2003

A full-service integrated marketing and design firm.

Provided design of corporate identity systems, branding and corporate marketing collateral across print, internet and multimedia environments. Included work for clients such as Pittsburgh Opera, PPG, Children's Hospital of Pittsburgh and Federated Investors.

– **ThoughtForm (formerly Agnew Moyer Smith Inc.) | Pittsburgh, Pennsylvania**

Graphic Designer

December 1996 – February 1998

A full-service communication, planning and design firm.

Involved in a variety of multi-discipline design projects including corporate publications, identity systems, packaging, internet and software development. Included work for clients such as Steelcase, Burt Hill Kosar Rittelmann Architects and Westinghouse

EDUCATION

– **Rochester Institute of Technology | Rochester, New York**

Bachelors of Fine Arts in Graphic Design, May 1996

Psychology Concentration

– **Study Abroad | Florence, Italy**

Scuola Lorenzo De Medici in Florence, Italy, Spring 1993

Fine Arts Foundation Courses, Graphic Design, and Illustration

AWARDS

– **2007 Society for Technical Communication - Award of Distinction / Merit Award –**

“Ultra-Large-Scale Systems – The Software Challenge of the Future”

Awarded for design and information organization work on Ultra-Large-Scale Systems Study.

– **2007 MarCom Creative Awards - Platinum Award – Writing, Technical**

“Ultra-Large-Scale Systems – The Software Challenge of the Future”

Awarded for design and information organization work on Ultra-Large-Scale Systems Study.

– **2005 ADDY Award Winner - Use of Illustration or Illustration Campaign**

Awarded for work on Pittsburgh Opera website

(www.pittsburghopera.org).

– **2005 ADDY Award Winner - Creative Services – Interactive, Art Direction – Interactive**

Awarded for work done on Giant Radio interactive campaign

(www.giantideas.com/giantradio).

– **2005 WEBBY Award Nominee “Best Use of Sound Design”**

Awarded for work done on Giant Ideas website, including Giant Water interactive promotional campaign

(www.giantideas.com/giantwater).

– **2005 ADDY Award Winner - Public Service – Interactive**

Awarded for work on CASA of Allegheny County web site

(www.pgh-casa.org).

– **2005 ADDY Award Winner - Public Service – Campaign Elements**

Awarded for work on CASA of Allegheny County materials

– **2002 webAward Winner “Standard of Excellence”**

Awarded for design and production of Children's Hospital of Pittsburgh website

(www.chp.edu).

Portfolio available upon request. Work can also be seen @ danielpipitonedesign.com.