

# SEAN FRANGELLA

(847)909-8650 [WWW.VIYTALE.COM](http://WWW.VIYTALE.COM) [DESIGN@VIYTALE.COM](mailto:DESIGN@VIYTALE.COM)



## Critical Mass – SENIOR DESIGNER 10/08 - Present

CLIENTS: LAS VEGAS VISITORS AND CONVENTION AUTHORITY, AUTOTRADER.COM, BUDWEISER, SPORTS ILLUSTRATED, VALVOLINE

As Senior Designer at Critical Mass, I worked across multiple accounts, focusing on LVCVA and AutoTrader.com. For LVCVCA, I worked on many online initiatives including animation work, interactive UI design, and mobile site creation. On AutoTrader.com, I served as the creative lead for the account, heading creative and managing a design team.

## Pixel (Leo Burnett/Starcom) – INTERACTIVE ART DIRECTOR 11/05 - 9/8

CLIENTS: GAP, JIM BEAM, LEGO, MATTEL, METROMIX, MUSEUM OF SCIENCE & INDUSTRY, NINTENDO, SHURE, SPRINT, WALGREENS

As Art Director I collaborate and lead teams of interactive designers and developers to create strategic online and print advertising for national clients. My exemplified leadership and skill promoted me from Interactive Designer to AD.

## Viytále Design – OWNER, ILLUSTRATOR FREELANCE

CLIENTS: EPIC RECORDS, FUNKSHION CLOTHING, SONY BMG, STRHESS CLOTHING, TICKET RUMBA

As a designer and illustrator within my own startup company, I am also responsible for business organization and client contact. Viytale creates brand identity, graphic design and print and online ad campaigns within the music, entertainment and apparel industries.

## Avenue A – Razorfish – FREELANCE INTERFACE DESIGNER FREELANCE

CLIENT: MOTOROLA

As a Freelance Mobile Interface Designer I worked with a team to produce Motorola mobile interface design and standards for upcoming handsets while focusing on technology trends, user experience and information architecture in this ever-changing market.

## R. Sirko Design – DESIGNER 9/03-7/05

CLIENTS: RJ REYNOLDS, VALPARAISO UNIVERSITY

As Lead Graphic Designer I led projects for print work, logo design and collateral, web design and development, motion graphics, 3D modeling and design and typography. Local and national clients.

## ID Graphics, Inc. - DESIGNER 5/02-9/03

CLIENTS: DIEHARD, MICHELIN, SEARS

As Graphic Designer, I also engaged many project manager roles. My responsibilities included all facets of print and signage campaign creation and organization for Sears and National Tire & Battery.

## Education - VALPARAISO UNIVERSITY

B.A. in Art & Design, minor in Communications.

### PROFICIENT IN:

#### PRINT

Photoshop  
Illustrator  
InDesign  
Quark

#### WEB

Dreamweaver  
Flash (Animation, AS 2.0)  
Swift 3D  
CSS

#### VIDEO

Premiere  
After Effects  
Motion

