

# Peter Traversone

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One of my key strengths is my commitment to achieving pixel-perfect accuracy in my work. I believe that meticulous attention to detail is essential in creating designs that not only meet but exceed user expectations. At the same time, I am dedicated to ensuring that my designs are grounded in research and user insights. This dual approach allows me to marry precision with empathy, resulting in digital experiences that resonate with users on a profound level.

## Experience

### Healthcare Consultancy Group (HCG)

#### Senior Interactive Art Director (2020–Present)

- Specialize in crafting digital experiences tailored for healthcare professionals and patients during a 9-year tenure at HCG.
- Ensured seamless integration of design solutions into the overall product development process through collaborative approaches.
- Noteworthy projects include:
  - Fully responsive websites
  - Interactive apps
  - Congress booths with AR and VR experiences
  - Large touchscreen interfaces
  - Interactive videos (animated and live-action)
- Proven track record as a user experience and user interface designer, focusing on creating engaging and intuitive digital experiences across various platforms.
- Expertise extends to designing websites, apps, and other interactive experiences with a focus on enhancing usability and elevating user satisfaction.
- Managed and directed teams of designers, fostering close collaboration within the design team and with cross-functional partners such as developers, video editors and producers, as well as the project management team.

#### Interactive Art Director (2018–2020)

- After my promotion in 2018, my role expanded to encompass increased day-to-day responsibilities for select accounts.
- Engaged directly with clients, cultivating relationships to understand their perspectives and expectations from our team.
- Attended multiple conferences, actively contributing to the direction and facilitation of interactive experiences.
- Showcased our commitment to delivering innovative solutions tailored to our clients' needs.

#### Associate Interactive Art Director (2016–2018)

- Played a key role in ideating and executing various web, presentation, and VR projects for esteemed accounts upon joining HCG.
- Instilled an approach where data, research, and user feedback became integral factors shaping design decisions and enhancing overall user experiences.
- Educational foundation enriched own skill set and fostered a culture of innovation and user empathy within the team.

### HAVAS Lynx

#### Creative Intern (Summer 2014)

- Spearheaded a comprehensive project involving the development of an iOS app prototype during a summer internship.
- Played a pivotal role in creating Mechanism of Action (MOA) images for BLINCYTO® (blinatumomab).
- Experience honed skills in app prototyping and contributed to the visualization and communication of complex scientific concepts through impactful MOA images.

### Endgrain Studio

#### Woodworker & Owner (2022–Present)

- Specialize in custom commissions, crafting bespoke furniture pieces including dining tables and living room sets, as well as kitchen products such as cutting boards and charcuterie boards.
- Venture allows for channeling creativity into tangible, handcrafted pieces.
- Ensures meticulous attention to detail present in digital work is equally reflected in the physical realm.
- Balance between digital precision and hands-on craftsmanship enriches both professional and personal pursuits.

## Programs & Languages

|             |          |
|-------------|----------|
| Figma       | Webflow  |
| Sketch      | HTML 5   |
| Illustrator | CSS3     |
| Photoshop   | InDesign |
| Principle   | ProtoPie |
| Invision    |          |

## Skills

User Interface Design  
User Experience Design  
Information Architecture  
Interaction Modeling  
Usability Research  
Prototyping  
Motion Design  
Responsive Web Design  
Mobile Application Design  
Front-end Web Development

## Education

### Rochester Institute of Technology (RIT)

Major: New Media Design (BFA)

Minor: Advertising & Public Relations

## Awards

Student Web Awards 2016: People's Choice  
Omnicom Emerging Stars  
RIT Dean's List  
Boy Scouts of America: Eagle Scout

## Interests

Gradients  
UI Grids  
Smoked brisket  
Moleskine dotted notebooks  
Woodworking  
Epoxy