

About Me

Hi there, I'm Joe Donato and I have been designing for many moons now. I'm a graphic designer focused on web, mobile and UI design. I am a leader in interactivity. I create beautifully crafted and easy to use interfaces. With over ten years of experience, I have proven time after time to produce visually stunning and cutting edge websites and applications that reach their target.

MyStats

- Adobe Suite Ninja (Photoshop, Illustrator, Dreamweaver, Flash, After Effects)
- Fluency in the following languages: HTML, CSS, PHP (Wordpress), Basic JavaScript and JQuery
- Energized attitude and ready to exceed expectations in every area
- Excellent communication and presentation skills
- Uncanny attention to detail and the ability to build a brand
- I can provide a variety of design solutions quickly
- A knack for getting a project off the ground from concept to completion
- Ability to pitch my ideas, defend my design decisions and to work with or without brand guidelines

MyWork

T-MOBILE USA

Graphic Designer Usability and Mobile Designer

Feb 2009 – Jun 2010

- Lead Visual Designer for the mobile application My Account, this app lets users track minutes, adjust plans and services, and bill pay
- My Account has remained the number one downloaded application in the Android marketplace for over a year
- My Account is directly responsible for reducing calls to customer care and sales of CallerTunes increased by 300%,
- Served as lead designer for the following mobile apps: HotSpot Connect, App Pack, T-mobile StoreFront, and Device Mechanic.
- Helped develop the custom UI that is currently running on the new MyTouch Slide
- Created custom Wordpress site for the UX Team intranet
- Designed and executed graphic production of 3 other mobile applications that are currently in development
- Created and ran usability studies to test designs and then apply what I learned to make changes to flash based prototypes

EXPERTICITY

Art Director/Senior Designer

Aug 2008 – Feb 2009

- Experticity creates web conference software for kiosks and desktop computers. As art director I was responsible for the redesign of the company's website, client management and the software redesign of consumer facing kiosks.
- Created a custom Wordpress Blog to keep clients up to date and what's new with the company
- Produced complex and visually appealing technical diagrams explaining products and services
- Created content, tag-lines, and marketing materials to help sell the company's concept

WIZARDS OF THE COAST/HASBRO

Art Director/Senior UI Designer

Apr 2007 – Aug 2008

- Communicated clear, conceptual art direction to other designers with a critical eye for details primarily for the Dungeons & Dragons and Magic the Gathering brand.
- Directly involved in brainstorming, user stories, design, art direction, logistics, production, iconography, and project management of a fairly complex application suite including: The Character Builder, Rules Compendium, and Adventure Tools
- Implemented HTML, CSS and Flash media for the company's web presence
- Gathered feedback from multiple departments to produce a UI that could be utilized company-wide
- Worked closely with application developers and gave critical art direction in both visual style and usability

NORDSTROM

Senior Designer

Mar 2005 – Aug 2008

- BPNordstrom.com is a teen focused flash sister site of the fashion retailer Nordstrom.com
- Produced bi-monthly site updates, design email blasts, banner ads, and marketing materials
- Designed complete site refresh every 4 months to display seasonal wear
- Provided Art Direction of photo shoots and videos shoots
- Mentored and managed Junior Designers and Illustrators
- Provided photo retouching and created BP brand style guide

MARTINI DESIGN

New Media Designer

Mar 2005 – Aug 2008

- Directly involved with website brainstorming, information design, client pitches for major clients: including Nintendo, Pokémon-TCG, and Microsoft
- Produced flash micro-sites, html emails, flash and gif banners, huge data based driven html websites
- Created 3D animated promo video for website

FREELANCE ACCOUNTS

The Lobby Bar: www.TheLobbySeattle.com

Jesse Holt Sound Design: www.JesseHolt.com

Experticity: www.Experticity.com

Lightning Audio: www.LightningAudio.com

Aura Lounge: www.AuraPortland.com

Nintendo: www.Nintendo.com

Smashing Ideas: www.SmashingIdeas.com

Publicis: www.Publicis-usa.com

Hanlon Brown: www.HanlonBrown.com

MyEducation

Graphic Design Major: University of Akron, Akron Ohio

Graphic Design Major, with focus on Multimedia: Pacific Northwest College of Art

Dean's List

MyAwards

Outstanding Student in Multimedia, PNCA

Macromedia's Site of the Day: Nike Digital

Flash Film Festival: Multiple Awards and Nominations

Macromedia Site of the day: Pokemon-tcg.com

Macromedia Site of the day: KirbyKirbyKirby.com

Macromedia's Site of the Day: BpNordstrom.com

Featured Spread in Cosmo Girl Magazine: BpNordstrom.com

Featured site of CSS Remix: Experticity.com

Certificate of Excellence: T-mobile

All Star Award: T-mobile