

# JOHN BRISSETTE JR.

INTERACTIVE MARKETING & DESIGN

## OBJECTIVE

As an interactive marketing specialist, graphic and web/UI designer, illustrator and animator, my mission is to create visually powerful, effective and elegant design pieces, in both digital and print avenues. No matter the medium, I strive to push innovation and creativity to its full potential, while strengthening the brand, driving response rates and ultimately increasing sales.

c: 508.246.7863  
e: john@pixeltip.com  
w: www.pixeltip.com

947 Hanover Street  
Hanover, MA 02339

DYNAMIC PORTFOLIO AVAILABLE AT  
[WWW.VISUALCV.COM/PIXELTIP](http://WWW.VISUALCV.COM/PIXELTIP)

## RELATED EXPERIENCE

### **Interactive Creative Manager** - *Vantage Deluxe World Travel*

[www.vantagetravel.com](http://www.vantagetravel.com)

As an Interactive Creative Manager for Vantage Deluxe World Travel, a direct mail marketing company providing all-inclusive deluxe vacation packages for the age 65+ market, I manage, design, produce, and maintain a variety of digital marketing initiatives, including daily promotional email marketing campaigns, website initiatives, SEM/SEO campaigns and qualification / customer growth campaigns.

September 2009 - Present

### **Artist/Animator (contract project)** - *Custom Learning Designs, Inc.*

[www.cldinc.com](http://www.cldinc.com)

As a designer of eLearning modules for pharmaceuticals sales and training, I utilized Adobe Flash to create dynamic user interface designs, which included the look and functionality of user-controlled interactive segments, as well as animated sequences and transitions that carry the end-user through each tutorial. I also designed medical/scientific assets including flowcharts, graphs, and trial-data screens, worked closely with writers and project managers to edit or refine content to better suit the visual style and flow of animation, as well as the art director and lead designer to create and/or refine printed materials for multiple projects.

November 2008 - February 2009

### **Artist/Animator (contract project)** - *FableVision, Inc.*

[www.fablevision.com](http://www.fablevision.com)

During my time at FableVision, Inc., a multimedia studio and developer of educational software in Boston, MA, I was instrumental in the development of FableVision software products, *SmartMoves* and *Animation-ish*, creating nearly all the packaging, marketing graphics, banners, user guides, DVD labels, and other promotional materials. I also completed the redesign of FableVision's educational product catalog, including a complete rebuild in InDesign, as well as a complete reorganization and optimization of their asset archival system.

Additionally, over two different client-based projects, I worked within existing products to create digital assets for both an interactive animated program pertaining to the dangers of alcohol, and a console-based musical education game. Utilizing Adobe Flash CS3, I created a series of character animations, including lip syncing animation, sprite creation, sprite compositing, game programming, voice over-editing/normalization, illustration, and optimization of Flash files.

January - July 2008, October 2008

## SOFTWARE & SKILLS

Web Design, Email Design, User Interface (UI) Design, User Experience (UX) Design, Search Engine Marketing, Search Engine Optimization, Adobe Creative Suite, Windows OS, Macintosh OS, Quark xPress, Microsoft Office, XHTML, HTML 5, CSS, Javascript, Flash Animation, Actionscript 2.0, PC Troubleshooting & Maintenance, Content Management Systems, Catalog Studio, Visual Source Safe, Plan Control, Asset Management, Project Management, Vendor Relations

## EDUCATION

### **Quinsigamond Community College**

Degree Obtained:

*Associates in Science, Applied Arts*

*May 2004*

Final GPA: 3.95

Honors Status: Highest Honors

Recipient of QCC's Special Recognition Award

Member of the Applied Arts Advisory Committee

### **Fitchburg State College**

Degree Obtained:

*Bachelors in Science, Communications*

**Concentrations:**

Graphic Design, Interactive Multimedia

*May 2008*

Final GPA: 3.96

Honors Status: Summa Cum Laude

President's List: *Spring 2007, Fall 2007, Spring 2008*

Recipient of the "Who's Who" Award

Recipient of the Distinguished Scholar Award

## ACHIEVEMENTS

- Recipient of the **Who's Who Among Students in American Universities and Colleges** award - Fitchburg State College - *May 2008*
- Recipient of the **Distinguished Scholar Award** for graduating with a cumulative GPA of 3.9 or above - Fitchburg State College - *May 2008*
- Recipient of Quinsigamond Community College's **Special Recognition Award** - *May 2004*  
For "students whose contributions to the college have occurred outside the framework of Student Organizations."
- **Communications Honor Society, Lambda Pi Eta** - *Fall 2006 - continuing*  
Local chapter: *Mu Epsilon*  
Officer: *Media Designer*
- **Visions Exhibition** Presenter - *May 2006, 2007, 2008*  
Multiple graphic design and interactive media works selected for display
- **Visions Forum** Presenter - *May 2007*  
*"They Call it America's Army"*  
Selected to present a conceptual / intellectual project as an exploration of how propaganda is shaped within interactive multimedia forms.