

TRISH GIANAKIS

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EDUCATION

School of Visual Arts, NYC

Masters Fine Arts,
Computer Art and Art Installation

NYU, NYC

Scripting, Film Direction,
Video Editing

ASU, TEMPE, AZ

Bachelors Fine Arts, Graphic Design

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe XD
Adobe Dreamweaver
Adobe Animate
Adobe Premier
Adobe After Effects
Adobe InDesign
Spark AR Studio
Unity
Blender 3D

AWARDS

Golden Addy Award

Best Interactive Web Design

People's Choice Award

Best User Experience

Macromedia International

Rocky Mountain Emmy Award

Best On-Air Graphics

Best In Show

Mill Avenue Artist Festival,
Tempe AZ, (2 years in a row)

Creative Director, Adjunct Professor, Fine Artist

SUMMARY

My designs have helped pioneer online creative solutions for artists such as: *Elton John, Queen Latifah, Tom Petty*, Major League Baseball and *Bon Jovi* to name a few. In 2019 I was a presenter at *Art World Conference* as an expert in digital marketing and web design for artists.

Currently I work full time as a Senior Art Director at Oliver Agency and Adjunct Professor at Saint Peter's University in Jersey City.

Besides teaching and working at a creative marketing agency, I am also a fine artist and my art has been exhibited across the country.

Recent exhibits include: 2020 "*Elements of Emotion*" my first solo show at Casa Colombo in Jersey City; 2019 "*The Virginia Project*" invited among 14 women artists to create art based on Tina Barry's poems about Virginia Haggard, Marc Chagall's lover, and her daughter Jean McNeil exhibition at LIU Humanities Gallery, Brooklyn, NY and Wired Gallery, NY; 2019 "14C" Juried Show, Jersey City; 2018 "*Connect*" Raw Arts, Queens, NY; 2017 SVA Alumni show "*Electronic Encounters*" SVA Flatiron Gallery, NYC; 2017 "*Small Works*" Baruch Exhibition, Mishkin Gallery, NY; 2017 ProArts "*Curators Choice*"; 2019, chosen as Artisan in Residence at Ocean House Resort, RI where my raku ceramic art is in their permanent collection. I am also a published poet and teach ceramics and raku at my private studio in Stirling, NJ.

SKILLS

- User experience (UX), user interface design (UI), branding, digital marketing, emerging platforms such as Augmented Reality.
- Understanding of evolving technology, it's constraints and capabilities.
- Deeply collaborative mindset approach, ability to listen as well as give clear direction.
- Leadership, multi-disciplinary teams, research, strategy.
- Communication skills, running work-shops, presentations to clients and stake-holders.
- Raku master, experienced with ceramics, glazing and raku firing.

PRESENT EXPERIENCE

ST. PETERS UNIVERSITY, JERSEY CITY, NJ – ADJUNCT PROFESSOR, 2018-PRESENT

Teaching undergraduate students computer design, user experience, HTML and CSS, augmented reality, animation and art history. Developing and managing the class syllabus and ensuring that the syllabus meets department and college standards, preparing tests and grading student projects and maintaining the students website for their projects.

OLIVER AGENCY, PRESENT

Leading the in-house agency of record for Bayer Consumer Healthcare. At Bayer, I lead on-site client meetings for their digital strategy and marketing plans, partnering cross-functionally with social marketing teams for all consumer brands such as: *Claritin*, *Midol*, *Alka Seltzer*, and *Dr. Scholl's*. For every project I create storyboards and produce videos in After Effects for online video commercials and design user experience and interface designs for e-commerce.

ART WORLD CONFERENCE – NEW YORK LAW SCHOOL, NYC – PRESENTER, UX/UI, FRONT END DEVELOPER, ART DIRECTION, 2018-PRESENT

Art World Conference - A three day conference that included panel discussions, conversations, and in-depth workshops addressing many of the opportunities and challenges faced by visual artists and art professionals who work closely with artists. My topics included marketing yourself as an artist and digital technologies.

PAST EXPERIENCE

CLASSE DESIGN, CREATIVE DIRECTOR/PRINCIPAL, 2000-2019

At Classe Design, most of my client projects require: UX/UI, digital marketing, social marketing, emerging platforms, video and print.

While consulting for *AMC Networks* managed UX/UI for their press sites for all of their television programming, executing admin tools, project manager tools and consumer sites while working with external partners and internal stakeholders. Designed *AMC Network's* marketing and public relations content around existing library assets, building several programs, partnering with sales on designing their up-front presentations for *AMC TV*, *IFC*, *Sundance Channel* and *WE TV*.

Classe Design was assigned in-house agency of record for Bayer Consumer Healthcare from 2013-2016. At Bayer, I led on-site client meetings for their digital strategy and marketing plans partnering, cross-functionally with social marketing teams for all consumer brands such as: *Claritin*, *Coppertone*, *Citracal*, *A & D*, and *Dr. Scholl's*. For every project I established the UX/UI on each brand's web-site while maintaining brand tone and voice by creating styleguides with toolkit standards for each development partner, to execute Bayer's Consumer Health Products website builds.

Client List:

- AMC Networks – AMC TV, Sundance TV, IFC Channel, WE TV, Sundance TV, Sundance Film Festival
- Bayer Consumer Healthcare
- Merck Healthcare
- Xeona Healthcare – TeleHealth applications
- The Grammys
- Ellen Lange Skin Care and Product Line
- Saks Fifth Avenue
- Nascar
- FOX Entertainment and TV Guide

PRATT INSTITUTE, ADJUNCT PROFESSOR, NEW YORK 2000-2001

Taught undergraduate students computer design, HTML and CSS, animation using Adobe Flash. Developing and managing the class syllabus and ensuring that the syllabus meets department and college standards, preparing tests and grading student projects.

ENDA VA WORLDWIDE - SENIOR ENGINEER UX/UI VISUAL DESIGN, 2016-18

Worked on UX/UI working in agile methodology to deliver desktop / mobile software applications for admin, CMS and consumer tools for Western Union. Direct client contact, project management and presenting creative concepts and deliverables to the client. Daily scrum meetings with development team in Moldova, Columbia and the client in NY. Coldwellbanker.com, lead design/UX and oversaw multiple aspects of Coldwellbanker.com.

BOOMERANG PHARMACEUTICAL, MONTVILLE, NJ - CREATIVE DIRECTOR , 2010-2012

\$7 million subsidiary of a French-based interactive consulting firm. Creative direction and executed new-business, strategy presentations, user experience, video campaigns, and social media. Define and solve business objectives through user experience, design and digital marketing. Managed eight professionals including two locations (LA and NJ), worked with staff in France. Examples: TheraFlu app design for consumer healthcare and Excedrin "What's Your Headache" Contest.

INDELIBLE.TV, NEW YORK, NY - EXECUTIVE SENIOR ART DIRECTOR , 2007-2009

High-end design boutique agency. Responsible for art directing and building new-business, strategy presentations, video campaigns, and social media. Brought in new business with Schering-Plough Consumer Health Care account that generated \$2 million in revenue for the agency. Designed up-front video presentations for Syfy Channel and NBC News.

MAJOR LEAGUE BASEBALL, NEW YORK, NY - SENIOR ART DIRECTOR, 2001-2007

I was part of MLB.com's start-up team and helped establish the site's look and feel for MLB.com. Responsibilities included: user experience, art direction on MLB TV subscription products, LIVE streaming baseball games, online advertising, music and entertainment web-sites for artist such as: Elton John, Queen Latifah, and Tom Petty, to name a few. All projects designed to use next generation media and mobile technology while working with sales, trade, and affiliate marketing partners.