

Ric DiDonato

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I'm a creative professional and leader with 21 years of success in the design field. I'm experienced and innovative in conception, implementation and management of projects from start to completion. I have experience in Web & multimedia design, print & television advertising, direct marketing, corporate branding & collateral, online education, industrial design, electronic & conventional illustration, and fine woodworking.

I have experience working with outside vendors as well as managing in-house staff.

I am fluent in most software applications required for team management and communications, and all aspects of design and production. I consider myself a quick study and dynamic thinker who's eager to team with an equally motivated company.

CURRENT EXPERIENCE (2002-Present)

The Professional Development Program (PDP), Research Foundation of SUNY, Albany, NY— Sr. Instructional Designer
PDP's focus is providing continuing education and training to professionals within public-sector organizations. As a member of the Instructional Technologies Unit I am responsible for design and execution of computer-based learning.

RECENT EXPERIENCE (Evolution of a single company—1996-2001)

eB2B Commerce, Inc., Troy, NY (Headquartered in New York City)— Creative Director

An Internet business-to-business venture targeting various vertical markets.

Netlan Interactive, Troy, NY (Headquartered in New York City)— Sr. Art Director

Core Business included Internet & e-commerce solutions, intranets & applications, digital infrastructure, and continuing education.

Interactive Communications International (ICI), Troy, NY— Sr. Art Director

Core business included Internet & e-Commerce solutions, intranets & corporate applications, multimedia design, corporate branding, advertising, and direct marketing.

SoftMail Direct, Troy, NY— Sr. Art Director

The company's primary focus was direct marketing for technology companies and software developers. SoftMail also offered package design, advertising, marketing consulting, and PR for our clients.

PREVIOUS EXPERIENCE

Schnurr & Jackson Advertising, Troy, NY— Sr. Art Director (1993-1996)

Partners Meany Advertising, Albany, NY— Art Director (1990-1993)

DMB&B Advertising, New York, NY— Art Director (1985-1990)

Carrier Corporation, Syracuse, NY — Assistant Industrial Designer (1984-1985)

EDUCATION

Syracuse University, Syracuse, NY— College of Visual & Performing Arts, Department of Visual Communications.

- Received Bachelor of Fine Arts Degree in Advertising & Design, December 1983.

Dean College, Franklin, MA— Department of Visual & Performing Arts.

- Received Associates Degree in Visual Arts, May 1991.
- Phi Theta Kappa national honor fraternity of junior colleges.

SOFTWARE

Adobe PhotoShop, Adobe Illustrator, QuarkXpress, Adobe ImageReady, Adobe Acrobat, Macromedia Dreamweaver, Microsoft Office Suite. I'm also able to master new applications quickly. I'm Proficient on both Macintosh and PC platforms.

RELATED TALENTS

- I am accomplished at illustration, rendering, and image manipulation in both conventional and new mediums.
- My interests and experience include; prop making, fine woodworking, cabinet making, antique restoration, construction, architectural and industrial design, automotive restoration, creative writing, and voice performance.