

# TONY PATRYN

## EDUCATION

DECEMBER 2002

### Associates Degree of Applied Sciences in Graphic Design and Multimedia

Westwood College Of Technology

MAY 2007

### Bachelor of Fine Arts in Graphic Design

Columbia College Of Chicago

## SKILLS

PHOTOSHOP	
INDESIGN	
ILLUSTRATOR	
FIGMA	
WORD	
EXCEL	
POWERPOINT	
HTML	
CSS	
JAVASCRIPT / JQUERY	
PHP	
AWESOMENESS	

## ABOUT ME

Tony is many things: actor, brother, uncle, Godparent, artist, philanthropist, pugilist, prestidigitator and other words that start with 'P'. He has been a designer since he was fifteen years old and when he became lead editor on his high school's newspaper.

His freelance company, patrynize, has been around since 1999 and Tony has worked with a wide variety of companies such as Underwriter's Laboratories (UL), Walgreens, SKYY Vodka, MTV, VH1, and more.

## CONTACT

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## EXPERIENCE

### Senior Graphic Designer & UI / UX Designer

January 2022–Present

ZINNIA

- Design and execute B2B marketing campaigns across social and email platforms for four distinct company brands
- Wireframe and design a new, multi-page, cutting-edge website for the launch of a new tech brand
- Develop and refine brand identity, voice, and product naming for a new technology company
- Collaborate with internal marketing teams and external tech and design vendors on sunseting strategies for websites, landing pages, and email and social marketing across four company brands
- Serve as the sole designer for the consumer app experience, owning end-to-end UI/UX from concept through implementation
- Contribute to the Bloom design team, responsible for building, maintaining, and scaling the shared design system used across all Zinnia products
- Manage design components, variables, and patterns to ensure consistency, accessibility, and efficiency across multiple platforms and products

### Head of IT & Design

November 2014–December 2021

MARKETS GROUP

- Worked closely with Marketing and Sales to establish and drive key strategies, concepts and projects
- Managed team towards road-map and growth objectives. Partnered with operations to develop and mentor current team & build out future team through growth.
- Critiqued and improved the design of all digital marketing assets (Email, social and web campaigns)
- Directed and managed tech services firm (ArchonOne) on resolving all IT related issues
- Designed and executed a multitude of marketing campaigns including email blasts, landing pages, program agendas, event brochures and banner ads for more than 120 annual events globally
- Set and managed overall annual design and IT budgets
- Assured all design materials met all time schedules for team and clients
- Optimized website and social media channels for SEO, company website content and design
- Collaborated with executive leadership to forecast and develop goals and KPI's
- Proactively kept Markets Group ahead of digital trends, market developments and creative business opportunities

### Creative Director

May 2012–August 2014

OTRIAD DIGITAL MARKETING

- Developed the brand identity for OTRIAD
- Conceptualized, managed and designed new online campaigns for better lead generation and conversions.
- Incubated new products and conceived new online properties in the entertainment and media sectors.
- Built strong relationships with freelancers, photographers, web designers, and copywriters
- Contributed to the development of digital and traditional marketing strategies, drove the collaborative efforts of all clients creative projects
- Conducted competitive research so all clients stay current in design insights and trends.
- Conducted weekly meetings with all clients on creative briefings, testing and brainstorming

### Junior Art Director

July 2007–May 2012

BRIERTON DESIGN

- Developed the brand identity for a multitude of products, projects and companies
- Created and executed new corporate marketing, logos, brand standards, identity research and design concepts
- Acquired new clients and developed improved ROIs on established client corporate materials
- Created strong relationships with videographers, photographers, web designers, and copywriters
- Launched new media research, design and apps for first 3 generations of iPhone and iPad, Blackberry and Android devices
- Developed a strong understand of production needs and parameters for print production. Collaborating with sales, product development and upper management

## REFERENCES

God-is Rivera / Global Director, Culture & Community at Twitter

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Kelly Altomare / Director of Growth Marketing at Life.io

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