



PHILLIP NIEVERA RETUTA

ART DIRECTION, BRAND MARKETING, & UI/UX DESIGN

PORTFOLIO.PHILLIPRETUTA.COM

✉ retuta@gmail.com

☎ 917.200.3026

🏠 1102 Dean #2, Brooklyn NY 11216

WORK EXPERIENCE

SOCIAL MEDIA & CAMPAIGN LEAD/DIGITAL CONTENT LEAD

Panthera Corporation

January 2022 to Present | NYC & Global

Managing direct reports. Content creation (strategy, social posts, design, photography, video, and animation). Copywriting, editing, and writing blogs/webpages. SEO for Google and social media. Measuring KPIs on social media performance and producing reports. Financial and fundraising efforts, including setting up social efforts. Managing, collaborating, and outreach of global accounts, from LATAM to the Middle East to Africa to Asia. Game design and email blasts.

ASSOCIATE DIGITAL ART DIRECTOR & UX/UI DIGITAL DESIGNER

New York Institute of Technology

September 2014 to January 2022 | NYC/Old Westbury, NY

UX/UI design, logo design, wireframing, graphic design, art direction, project management, social media design, photography, and photo/video editing within the University's Strategic Communications and External Affairs department -- an agile, academic environment. Oversaw complete digital redesign of website under leadership circa 2014. Oversaw redesign under new leadership.

FREELANCE DIGITAL DESIGNER & ART DIRECTOR

November 2003 to Present | Chicago & NYC

Various visual and UX/UI design for Scholastic, Comcast, Johnson & Johnson, Wild Turkey, Macy's Fashion, Microsoft, MoMA, Chantecaille, Hunter International, DramaFever, Donna Karan, Prudential, Mario Lopez, CollegeHumor, Gothamist, Men's Health, Sonja Nuttall, Warm Inc, 8 Enterprises, Fly Communications, WFLI, Eyebeam, Operation: CMYK, BrainLab, Visual BI, Reval, Panthera, & personal clients.

LEAD UX/UI & SENIOR VISUAL DESIGNER

TCG: The Communication Group

August 2012 to August 2014 | NYC

Senior UI/UX & visual design for web & mobile, print ads, multimedia, and art direction for Patricia Arquette, Quincy Jones Foundation, Chantecaille, Sonja Nuttall, Clare Munn, SIM Fund, BeMe, Michael Stars.

PROFICIENCIES

DIGITAL SKILLS: Adobe Creative Cloud (expert knowledge in Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Media Encoder, Acrobat, Flash, Dreamweaver), UX/UI/IA, HTML/XHTML, CSS, Sketch/Omnigraffle/Wireframing, Data Visualization, Final Cut Pro, Physical Computing/Arduino, Processing, Javascript, MAX/MSP, ProTools, QuarkXPress, MS Word, Excel, Powerpoint, Keynote, Basecamp/InMotion, Instagram, X, Threads, Bluesky, Facebook, Twitch, YouTube, TikTok, Hootsuite.

TECHNICAL SKILLS: Art and Creative Direction. Able to work in both an agile and waterfall environment. Able to create user scenarios or personas, analyze user data, and user test products. Project Management experience: able to effectively lead a creative or development team in any collaborative project; able to follow directions and motivate others as a positive team member. Rapid prototyping and A/B Testing. Outstanding skills in traditional media, including: sketching, inking, painting, DSLR photography, sewing, typography, and video editing. Proficient communication abilities: excellent writing, proofreading, and copywriting skills.

EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN

Graduate studies in Design and Technology Focus on Interaction, Social Media, & User Experience

Thesis: "CharnelHouse: Identity in Human-Computer Interaction, Digital Death, & Virtual Immortality"

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Undergraduate studies in English Literature, Graphic Design

UX/UI DESIGNER

Cainkade Corp

December 2011 to June 2012 | New York, NY

Mid-level visual & interaction design for web & mobile for Comcast, Johnson & Johnson, Mario Lopez's Rated M.

MULTIMEDIA DESIGNER

EdLab at Columbia University

July 2011 to December 2011 | NYC

Design & motion graphics for educational videos.

OFFICE ASSISTANT & DIGITAL DESIGNER

Parsons Deans Office

September 2009 to October 2010 | NYC

Web dev, photography, & presentation design for Parsons.

DESIGN & MOTION GRAPHICS INTERN

Click3x

May 2010 to June 2010 | NYC

Visual design & motion graphics production.

AGENCY FREELANCE GRAPHIC DESIGN

The Buzz Company, Creative Circle

July 2008 to August 2009 | Chicago, IL

Web development, visual design, & illustration.

PHOTOGRAPHY INTERN

The Onion

April 2008 to October 2008 | Chicago, IL

Photography of concerts, restaurants, & bars.

NEWSPAPER EDITORIAL ILLUSTRATOR

The Daily Illini

August 2003 to January 2006 | Urbana-Champaign, IL

Comic strip & editorial illustration.

RECOGNITION & VOLUNTEER WORK

2024 Walt L. Shamel Community Garden - Volunteer

2024 ArtShack Ceramics Studio - Student and Student Worker

2023 Fort Greene Pups - Volunteer and Photographer, 3rd Place Winner

2021 Instagram - 14K Unique Followers @DustyDoggerton

2019 Korean K9 Rescue - Volunteer and Foster Parent

2017 Davey Award (Gold), W3 Award (Silver), SIAA Award - NYIT.edu

2017 Education Digital Marketing (Bronze) - The Box, NYIT.edu/box

2013 Hermes Creative Awards - Gold Winner for QGCuffs.com

2013 Art Directors Club Young Professional Member

2011 Parsons Animation Film Festival - Finalist for "Big Love"

2011 Parsons Kellen Gallery - Installation Exhibition for CharnelHouse

2011 Parsons Thesis Symposium - Panel Speaker on Social Media

2009 LVMH: Made in New York - Team Leader & Semi-Finalist

2008 Tumblr - 28K Unique Followers @IndieRawkJeffro