

Gina Rose Piscitelli

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Summary

A multi-skilled digital media enthusiast with experience in many technologies and types of media equipment, with the ability to adapt and learn quickly in any setting.

Education

University of Central Florida

Orlando, FL

Graduated December 2014

B.A. Digital Media - Web Design

Graduated with 3.14 (unweighted) GPA

North Fort Myers High School

North Fort Myers, FL

Graduating class of 2010

Digital Media track

Graduated with a 4.24 (weighted) GPA

Qualifications

- Easily adaptable to new media and technology, with a passion for creating
- Dedicated leader who seeks to work fairly among others, but is also able to work independently

Professional Experience

Web Designer & Developer at Dream Factory Agency, August 2015 - Present

- Help to develop and maintain more than 20 clients' businesses web components
- Design websites that are attractive, responsive, and user-friendly
- Contribute with other creative graphic design related tasks, such as eblasts and print materials

Video Production Intern for WFTV 9 Family Connection, February 2015 - June 2015

- Produce videos that are uploaded to web and social media outlets, as well as broadcasted on WFTV Channel 9 and shown at partnering events
- Write copy for 9 Family Connection website
- Provide coverage on location shoots using studio equipment

Techranger at UCF Center for Distributed Learning, September 2013 - July 2015

- Assist with design and production of posters for conventions within department
- Design websites and alter web courses to be accessible for all students and section 508 compliant
- Contribute to web development projects for the university in both team and individual settings

Lab Supervisor at UCF SGA Printing Lab, January 2012 - December 2014

- Assisted customers with technical issues and administered software troubleshooting in a 42-station high traffic environment
- Supervised employees to continuously improve the work environment
- Aided the lab manager with hiring process for new employees and promotions within department

Technical Skills

Programs

Adobe After Effects
Adobe Bridge
Adobe Illustrator
Adobe Lightroom
Adobe Photoshop
Adobe Premiere
Apple Final Cut
Autodesk Maya
CLI (Command line)
GIMP
Git subversioning
Mac OSX
Sony Vegas
Sublime Text
Windows XP, 7, 8, 8.1, 10

Equipment

Canon 60D
Canon Rebel series
- Rebel XTi
- Rebel T1i
- Rebel T3i
- Rebel T3
Studio lighting
- Umbrellas
- Reflectors
- Tripods
- Off-camera flash

Skillset

Graphic design
Photography
Social Networking
Storyboarding
Video editing
Videography
Web design & development

Coding Languages

CMS (Wordpress)
eCommerce (BigCommerce, 3dCart)
HTML / CSS
Javascript / JQuery
PHP
Python
mySQL
AngularJS

Technical Skill Highlights

Web application development

Since beginning my professional career as a web developer at Dream Factory Agency, I have learned even more about website development, especially in terms of fast-paced client work. I've been able to adapt to many frameworks and platforms, including but not limited to: Bootstrap, Wordpress, BigCommerce, 3dCart, Unbounce, and Hubspot. During this time, I have also managed to streamline my process of development, making it easier to reach a final product in a shorter amount of time.

When working at the Center for Distributive Learning as a Techranger, I learned an abundance about communication and accessibility. I have since become familiar with many code-based languages and compliance with the Section 508 for screen-reader accessible websites. The projects I worked on, while mostly internal to the University of Central Florida, feature languages such as HTML, CSS, javascript, Coffeescript, AngularJS, PHP, SQL, and other supporting frameworks and plugins.

In addition, I have a live website that I update periodically with side projects and experiments, which can be found here: <http://ginarose.me/>

Video production

In high school, I was heavily involved with my school's television production team, as well as our photography class. This early interest sparked what would become my creative passion for years to come, eventually leading to my interest in making videos for YouTube and Vimeo.

On Vimeo, I have accumulated more artistic and conceptual videos. Even in the diversity of my two videography outlets, I have been able to develop a process of planning, filming, and editing. Using my Canon 60D, I will film footage to later edit and piece together in Premiere. I have used other programs such as Sony Vegas and Final Cut Pro to do this as well. The link to these endeavors can be found here:

<http://vimeo.com/ginarose>

In addition to this, I co-founded and still contribute to the independent film company Novel Concept Films, LLC. The company focuses on creating inventive and professional quality short films, as well as commercials and advertisements. The collection of these works can be found here: <http://novelconceptfilms.com/>

Lately, I have worked under the supervision of Michelle Stevens at WFTV Channel 9 to edit and produce videos for events and stories covered by 9 Family Connection. Some of the videos produced have been posted on the 9 Family Connection social media pages. 9 Family Connection also works closely with many charitable foundations, one of which being the Leukemia Lymphoma Society. I have collaborated with the Senior Campaign Manager of this foundation to produce, film, and edit their Man & Woman of the Year video for their 2015 gala. This video can be found here: <https://www.youtube.com/watch?v=zoVONeEUyow>

An example of a video I edited for the WFTV website can be found here:

<http://www.wftv.com/news/events/fundraisers/special-olympics-polar-plunge/njYTw/>

Still and motion graphic design

I have always been a creative person, and have found that over the years graphic design has stuck with me. Due to my affinity for computers, I have been able to teach myself much of what I know about graphic designing and the programs they use. My strong background in photography has prompted me to work with the various forms of Adobe Photoshop to create raster graphics over the past 10 years. I am also well-versed in using Adobe Illustrator to create vector graphics.

Lately, I have learned a lot about using those skills in tandem with my video background and have started incorporating motion graphics into my skillset with Adobe After Effects. Starting by editing pre-existing projects for work, I have begun to work on other personal projects using the same interface.

Academic exploration

In my coursework I explored the use of many mediums as a communicative device, including (but not limited to) video editing, 3D modeling, the use of web resources to create web applications, graphic design, and traditional 2D art. I found that even though digital forms were my preference, I was able to produce high quality art within all areas.