

FRANK PERRELLI

410-977-7273
frank@pfad.com

Multi-Media Design & Integrated Marketing

EXPERIENCE

Owner/Creative Director
PERRELLI FINE ART & DESIGN
Former art gallery, presently consulting

Executive Board
STATION NORTH ARTS DISTRICT
Non-profit community organization

Creative Director
OFFICE OF THE GOVERNOR
Led visual communications for MD agencies

Art Director
OFFICE OF THE MAYOR
Led web and public information campaigns

Graphic Artist Urban Design Division
DEPARTMENT OF PLANNING

Graphic Artist
OFFICE OF PROMOTION & ARTS

Director/Assistant Director
TURBULENCE GALLERY

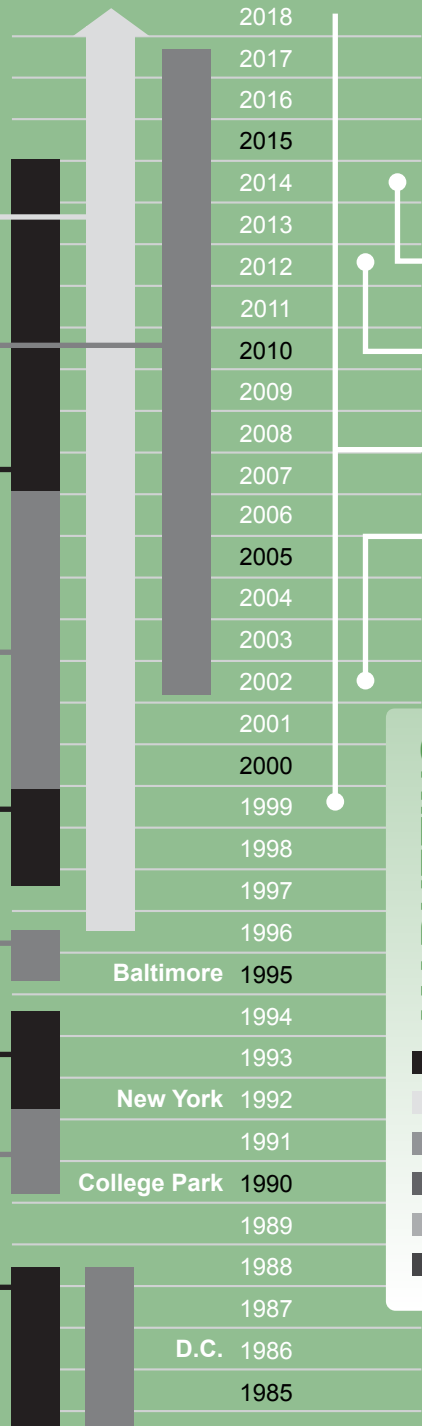
Exhibitions Assistant
THE ART GALLERY

Paste-up Artist
GRAFTEC CORPORATION

EDUCATION

GEORGETOWN UNIVERSITY
Double Major English & Art History

LOYOLA BLAKEFIELD
Art Club Founder

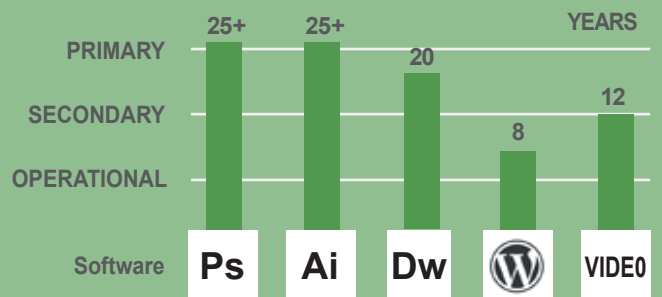


ACHIEVEMENTS

- 30** Years design and marketing experience
- 5th** Best of web, all states Center for Digital Government
- 6th** Best blog, reader's poll Baltimore Sun
- 19** Years web development
- 1st** Best municipal website in America
- 10** Additional awards



PROFICIENCIES



pfad.com



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PROJECTS & RESPONSIBILITIES

Office of the Mayor Baltimore, MD

- Designed, upgraded, and maintained Baltimorecity.gov, the city's first unified web portal.
- Led branding campaigns inclusive to all executive departments.
- Designed printed and digital public information in all forms.

Baltimore City Department of Planning

- Developed branding and public information campaigns, including census, bond issues, master plans, and development guides.
- Introduced digital inventory of photos, maps and assets.

Office of Promotion & Arts Baltimore, MD

- Designed event literature and signage for festivals, concerts, parades, and community celebrations.
- Planned logistics and supervised vendors and production.

Graftec Corp Washington, DC

- Composed layout for newspapers, magazines, and reports.
- Real cutting & pasting, pre-desktop computer.

NEW YORK

Turbulence Gallery New York, NY

- Curated exhibitions featuring international artists.
- Composed and edited press releases, newsletters, catalogues and client memoranda.
- Designed and installed exhibits, prepared artwork.
- Managed shipping, logistics and event planning.

The Art Gallery College Park, MD

- Implemented and curated first *Maryland State Artist Series*.
- Designed and edited exhibition catalogues and invitations.
- Prepared and installed artwork, managed collection.
- Supervised gallery interns.

Office of the Governor Annapolis, MD

- Led re-design and upgrades to state portal, Maryland.gov.
- Developed branding and collateral for state programs.
- Established web design standards for executive departments.
- Created infographics and media for press events.
- Created first YouTube and Facebook channels to aggregate Maryland agency communications.
- Introduced blogging and livestreaming video capabilities.

PORTFOLIO EXAMPLES



HONORS & AWARDS

- **Best of Web, 5th Place** Government category, *Center for Digital Government*, 2014
- **Interactive Media Award (IMA)** Best in Class, 2013 & 2014
- **VEMA Award** (Visual Excellence in the Media Arts) Websites category, 2013 & 2014
- **Davey Award** Silver Winner, 2013
- **Summit International Emerging Media** Innovator Award, 2013
- **W3 Gold Award**, 2013
- **MarCom Gold Awards:** Website Redesign, Government Websites, and Mobile Websites, 2013
- **Best Blog, 6th Place** Reader's Poll, *Baltimore Sun*, Nov. 2012
- **Top-5 Recovery Act Website** IBM Center for the Business of Government, Mar. 2010
- **#1 Website in Nation for Recovery Act Reporting** *Good Jobs First*, Jan. 2010
- **Best Municipal Website in Nation** *Yahoo! Internet Life & Governing Magazine*, May 2002