

# FRANK PERRELLI

410-977-7273  
frank@pfad.com

Multi-Media Design & Integrated Marketing

## EXPERIENCE

**Creative Director**  
PERRELLI FINE ART & DESIGN  
Illustration, branding and collateral design

**Executive Board**  
STATION NORTH ARTS DISTRICT  
Non-profit community organization

**Creative Director**  
OFFICE OF THE GOVERNOR  
Led statewide visual communications

**Art Director**  
OFFICE OF THE MAYOR  
Led city web, print and signage development

**Graphic Artist** Urban Design Division  
DEPARTMENT OF PLANNING

**Graphic Artist**  
OFFICE OF PROMOTION & ARTS

**Director/Assistant Director**  
TURBULENCE GALLERY

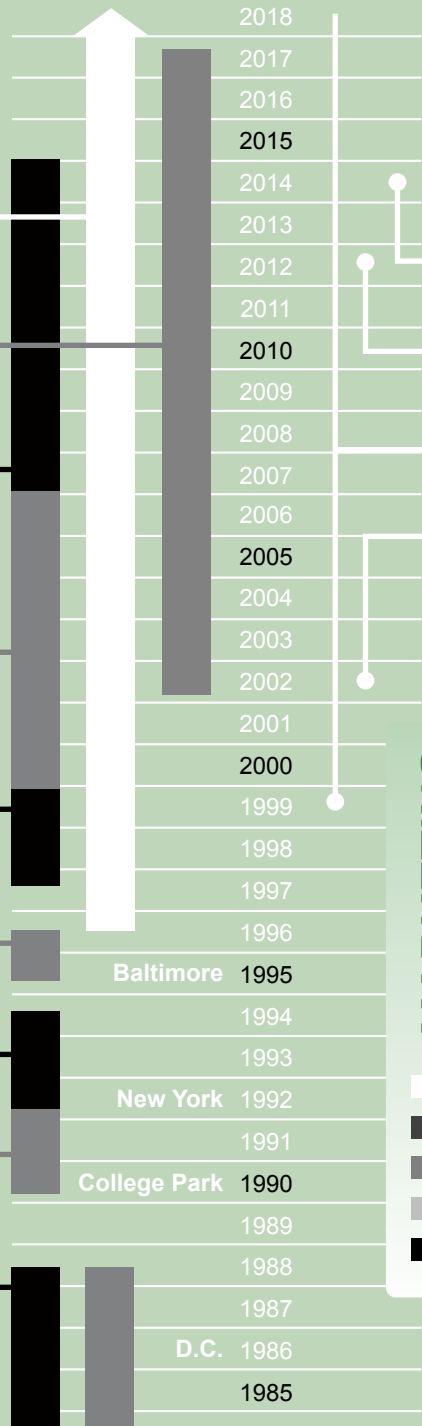
**Exhibitions Assistant**  
THE ART GALLERY

**Paste-up Artist**  
GRAFTEC CORPORATION

## EDUCATION

**GEORGETOWN UNIVERSITY**  
Double Major English & Art History

**LOYOLA BLAKEFIELD**  
Art Club Founder

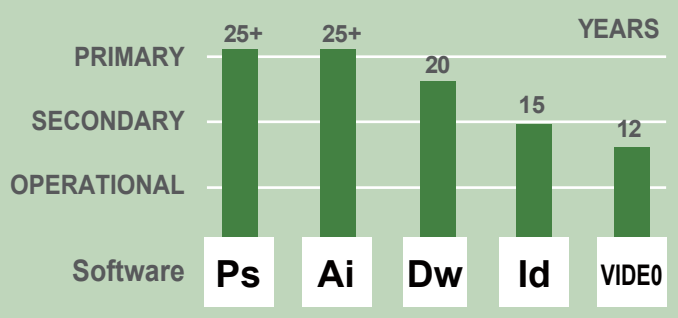


## ACHIEVEMENTS

- 30** Years design and marketing experience
- 5<sup>th</sup>** Best of web, all states Center for Digital Government
- 6<sup>th</sup>** Best blog, reader's poll Baltimore Sun
- 20** Years web development
- 1<sup>st</sup>** 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.

### Department of Planning Baltimore, MD

- 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.

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.
- Hired and supervised gallery interns.

### Office of the Governor Annapolis, MD

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

### Graftec Corp Washington, DC

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

## 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