



DAN BACCHETTA  
VISUAL DESIGN

PORTFOLIO

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PROJECT

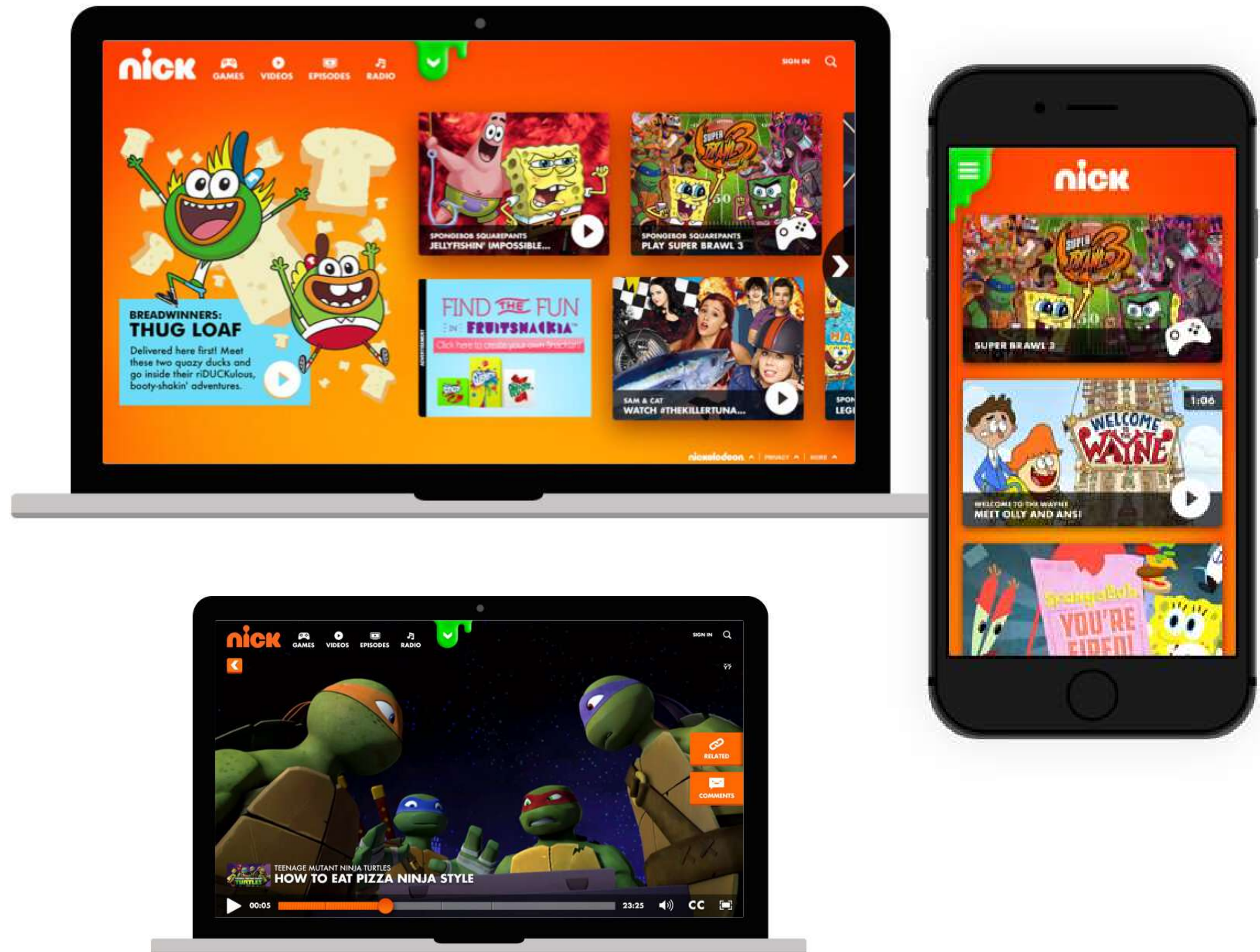
Nick.com Redesign

DATE

August '13 - June '14

Over the course of many months, the team created the custom site from the bottom up. I led the visual designs, working alongside developers and UX designers, we solved issues, iterated designs, & shaped a responsive website with a simple experience for our users.

A fully responsive site, we tackled all breakpoints for mobile and tablet users.





PROJECT

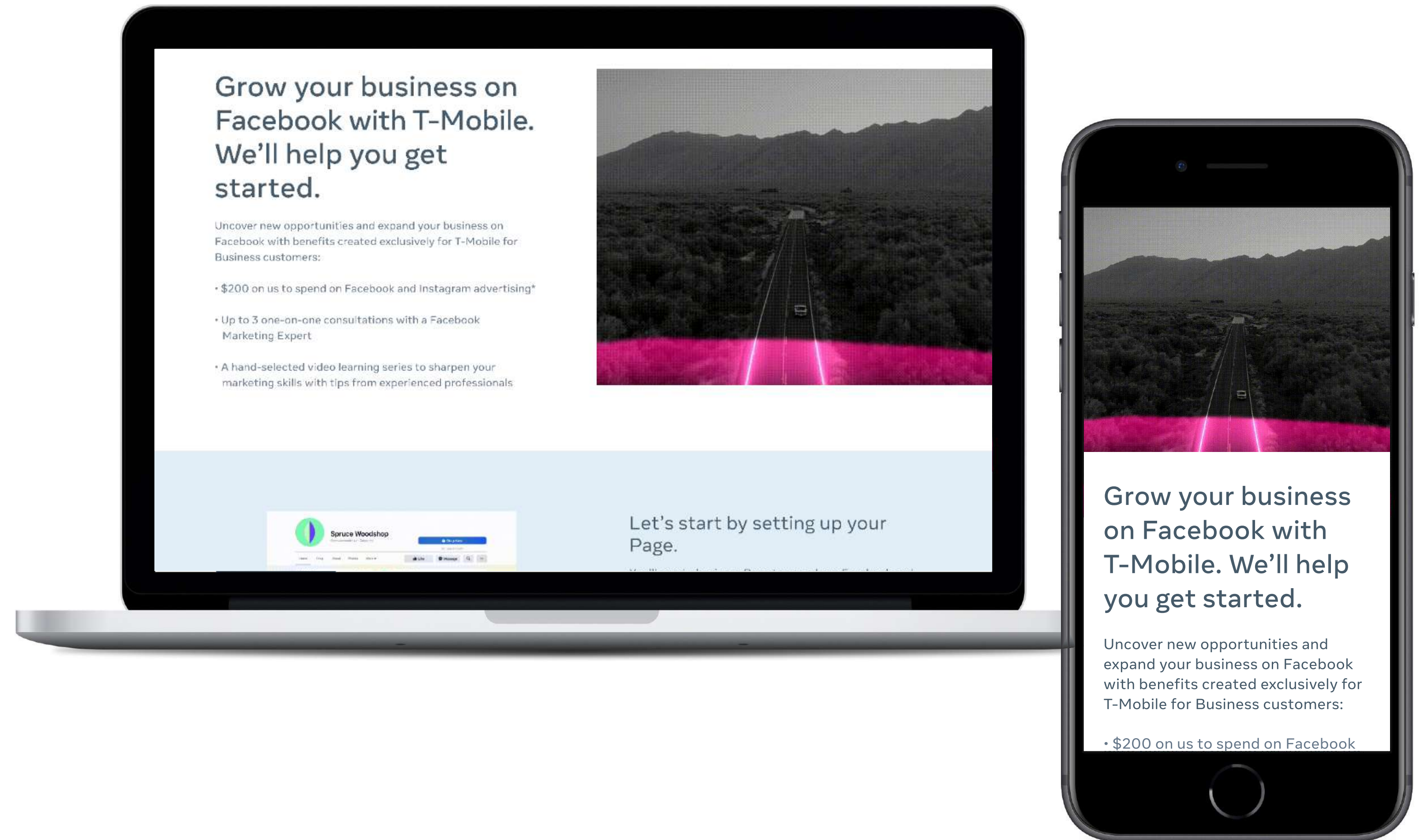
Meta & T-Mobile Partnership

DATE

Feb '21 - May '21

On assignment with Meta (formerly Facebook), within the Small Business Marketing team, we were given a partnership with T-Mobile on their large scale acquisition campaign to help rural SMBs advertise. The partnership included an exclusive offer of free ad credits to use on Facebook ads and educational content for their new customers that sign up.

We created a co-branded video that incorporates T-Mobile's brand assets along with Facebook's Small Business feel to show the partnership of the two companies for this campaign.





PROJECT

Nickelodeon Roku Channel

DATE

Jan '15 - Jun '15

Nickelodeon was the first Viacom property to appear on Roku. Collaboration with our UX Designer & our vendor, Float Left Interactive, made for a smooth process, allowing us to produce a clean, cohesive, and custom experience.

All production art was created for 20+ Nickelodeon shows, following Roku screen guidelines & requirements, for both HD and SD screens.

All interactions and gestures were tested for accuracy and feel while using the Roku remote. We adjusted the speed of the carousel rotation and quickness of the selection box to sync with the user's interaction with the remote.





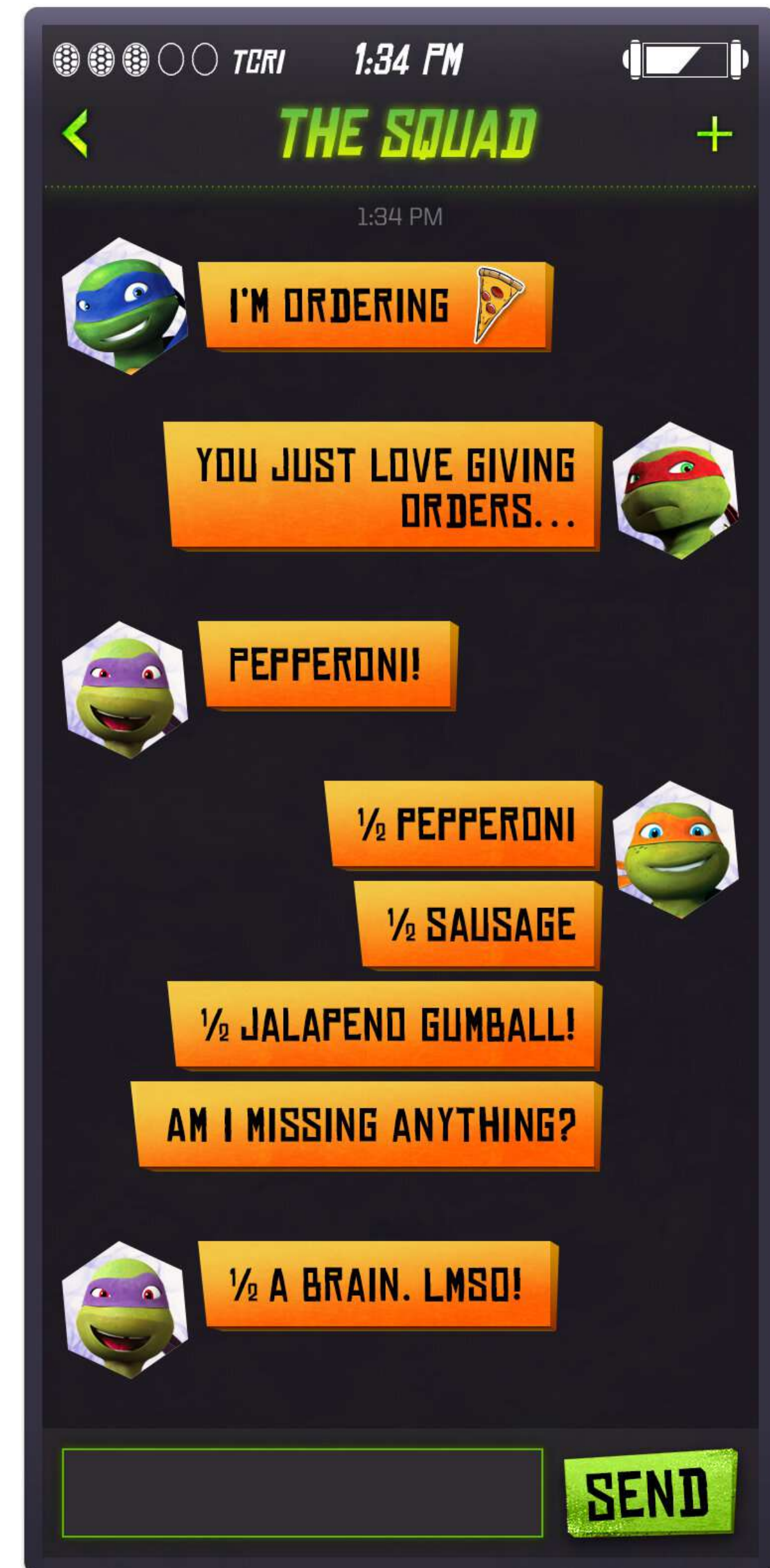
PROJECT  
Nickelodeon TMNT Group Chat

DATE  
2015

Teenage Mutant Ninja Turtles Group Chat short video concept. How do the guys communicate to each other when they aren't in the same room together. Take a sneak peek.

A 30-second short-form video concept highlighting a text conversation between the Turtles. The phone's UI was all created within the style of the TMNT brand in Photoshop.

Turtle shell reception bar, ooze canister battery life, stylized chat bubbles & send button to keep the look & feel of the TMNT world.





## PROJECT

### Lifesize Guest Experience

## DATE

Aug '19 - Nov '19

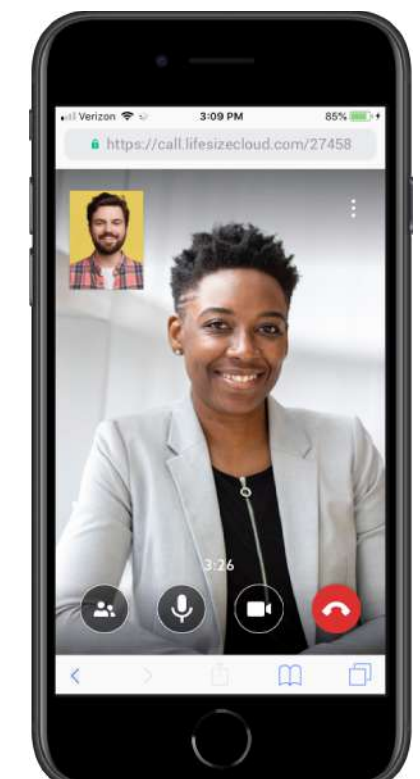
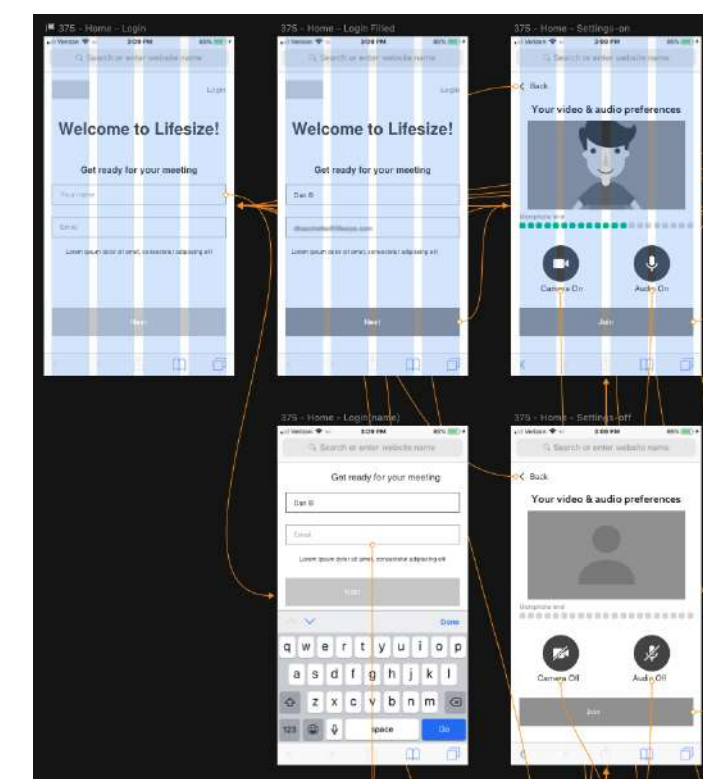
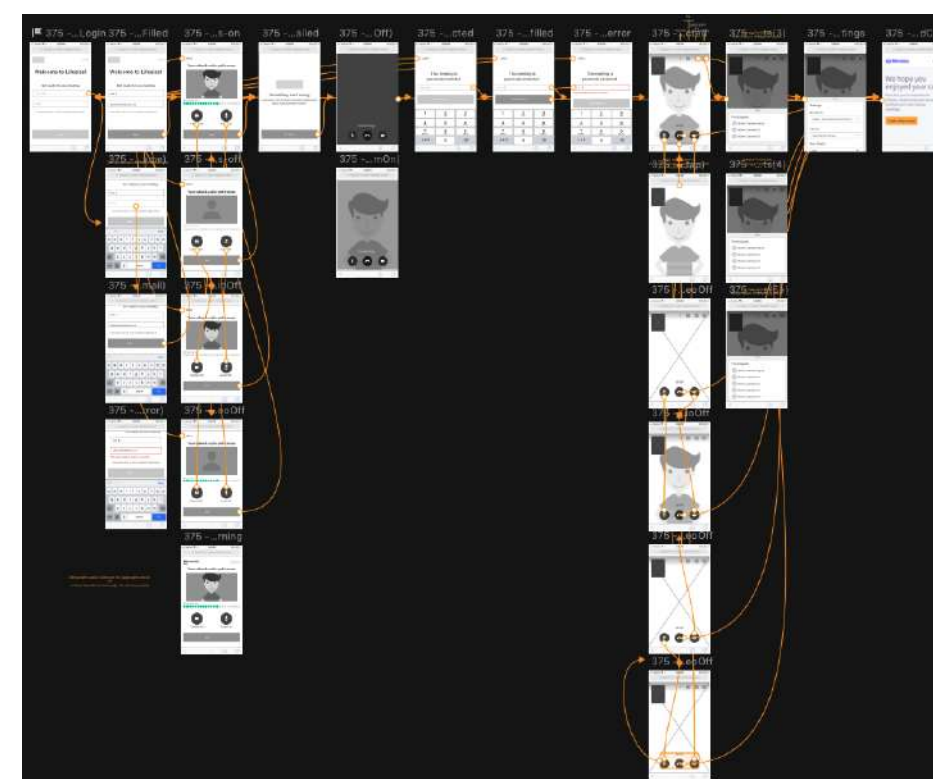
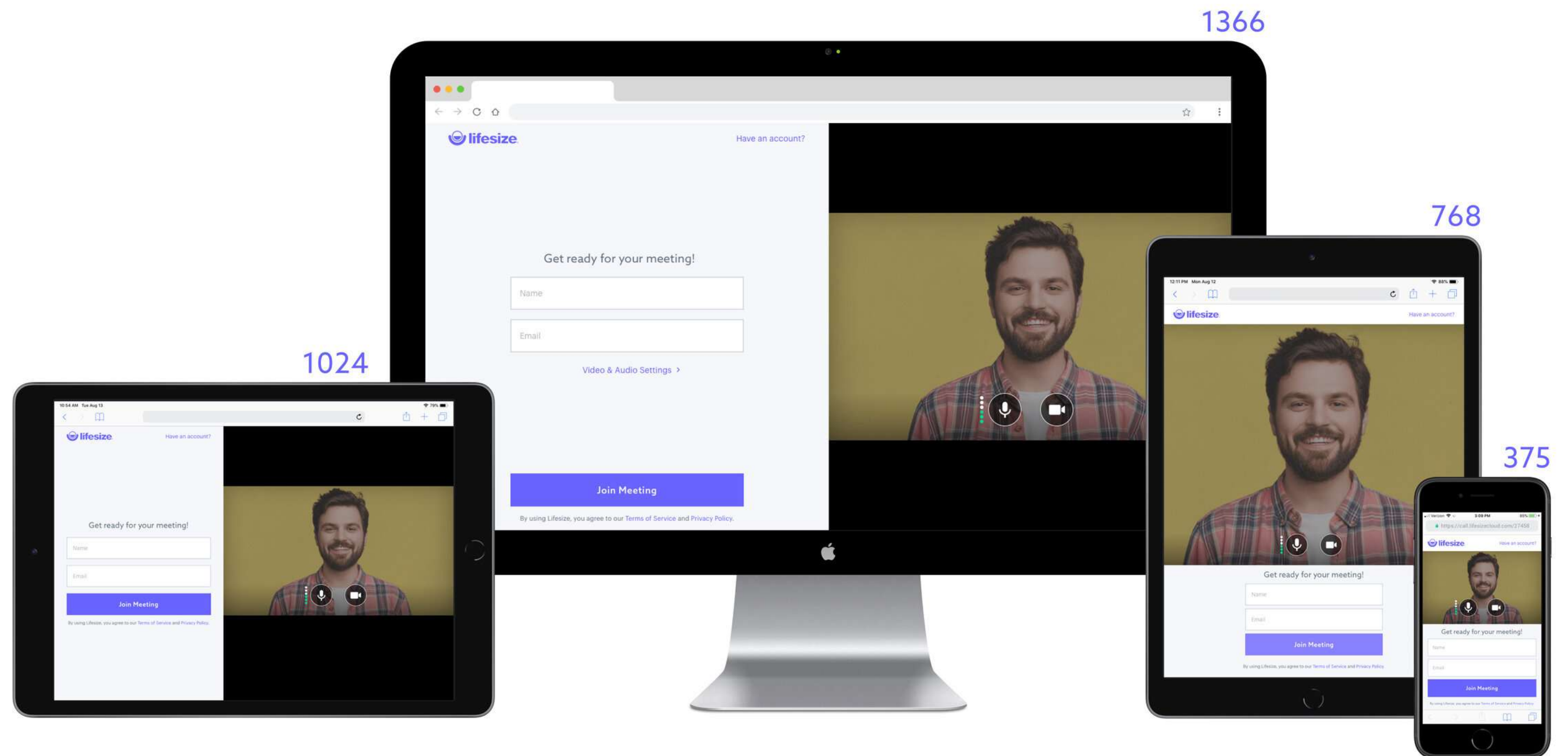
We were tasked to redesign the mobile experience for both Guest and Registered users streamlining the steps to join a meeting and re-evaluating features presented to the different set of users.

We worked with a grid system that would allow for an aligned look for the various In-call and Out-call components.

We mapped out the user's journey, piecing together every step one would take in order to join a call, making sure there's no dead-ends.

Adding in some component animations & transitions would help the flow of the experience not feel so static and jagged. Though these interactions don't push any huge metric needle, they do create a fluidity throughout the app. "Low-hanging fruit" that's subtle but enhances the overall user's experience.

\*More visuals on [danbacchetta.com](https://danbacchetta.com)





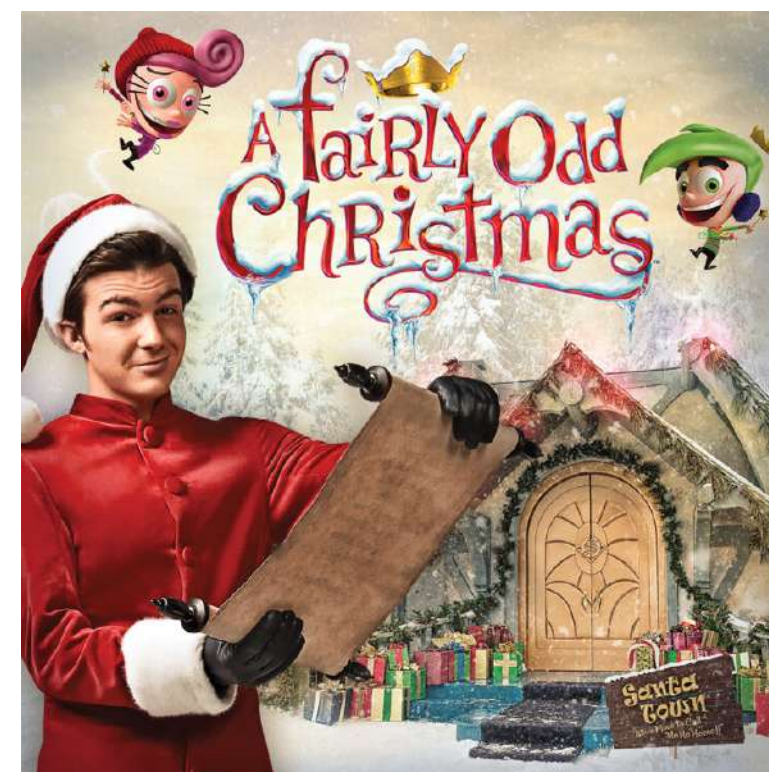
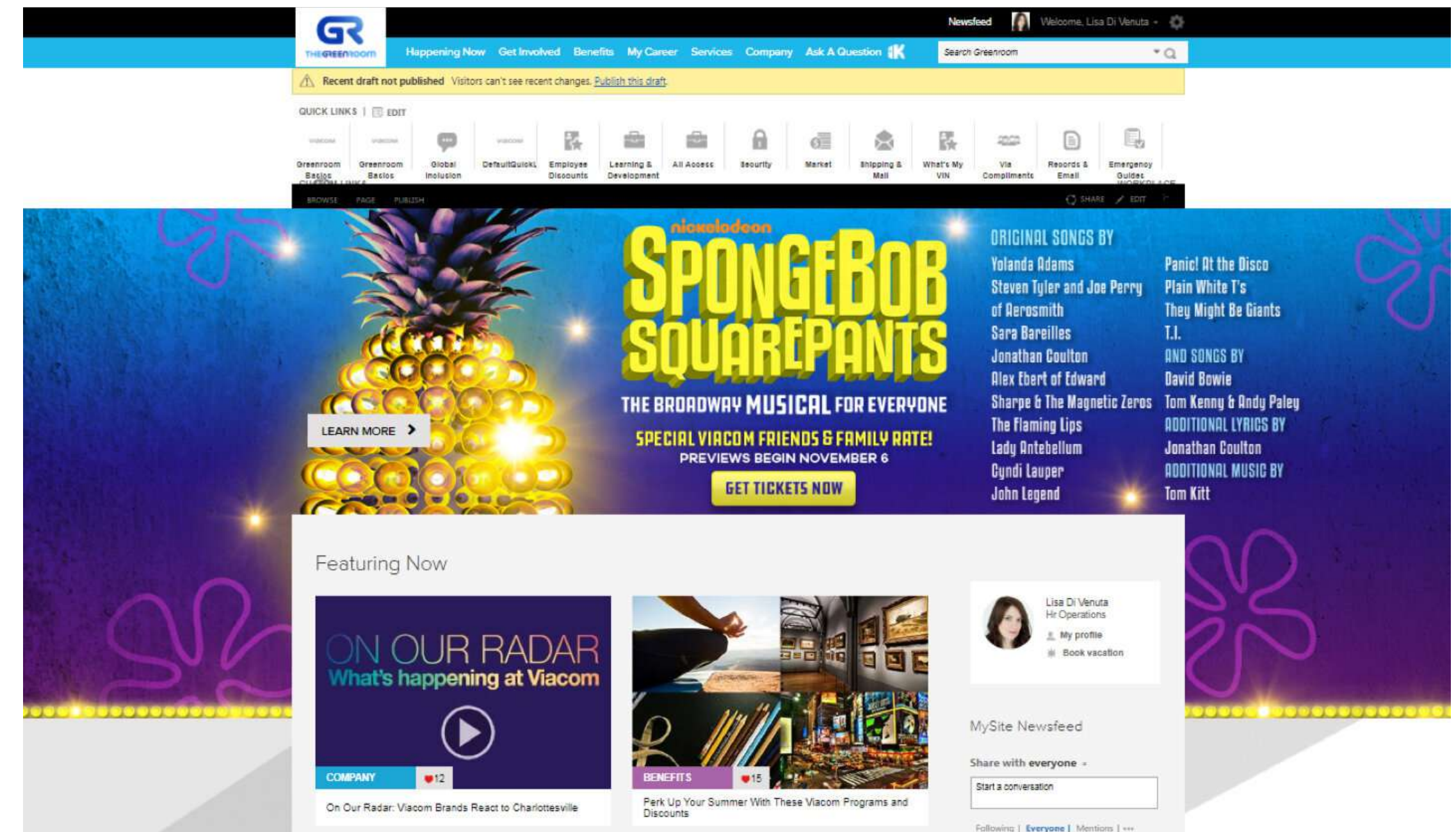
PROJECT

Nickelodeon Marketing

DATE

Jun '17 - Jun '18

Various banner displays for Nick.com, Samsung Smart TVs, Roku & 3rd party sites promoting Nick properties.





PROJECT

Nickelodeon WWDOP - 'I Play Because...'

DATE

Jul '11 - Aug '11

Promoting being outside and being active, this microsite showcases Nickelodeon talent and other celebrities explaining why they love to play outside.

Initial concept & final designs were done by me, then worked with our vendor till the site launch.





PROJECT

WayUp Message Center

DATE

Oct '16 - Mar '17

Our goal was to connect Employers/ Businesses with their applicants. With this new feature would allow both parties to chat prior to setting up an official interview.

Employers will initial the conversation and be able to sort through their listings and start a relationship early on.

