



DAN BACCHETTA

SR. VISUAL PRODUCT DESIGNER

DMBACCHETTA@GMAIL.COM

DANBACCHETTA.COM

PROFILE

Digital Designer with 16+ years of experience creating web products for desktop, mobile & iOS apps. Avid movie watcher with 39 years experience, amateur photographer, barbecue, sushi & pizza eater. Aspirations to explore the world.

EDUCATION

B.F.A GRAPHIC DESIGN

2003 - 2007 West Long Branch, NJ

Bachelor of Fine Arts in Graphic Design with a concentration in Computer Graphics.

SKILL SETS

TRADITIONAL

Agile Trained, Responsive Design, Strategy, User-testing, Animation Interactions, Prototypes, Wire-frames, Mobile, Brand & Identity, Design Systems, User Journey Maps.

SOFTWARE

Figma, Sketch, Photoshop, Illustrator, InDesign, Protopie, InVision Studio, Marvel, Zeplin, Asana, Jira & Trello, Confluence, Maze.design, Abstract, Miro.

RECOGNITION

2015 DAYTIME EMMY NOMINEE

Nick.com Redesign - Outstanding Creative Achievement in Interactive Media - User Experience and Visual Design

2013 DAYTIME EMMY WINNER

iOS Nick App - Outstanding Creative Achievement in Interactive Media - User Experience and Visual Design

2012 WEBBY AWARD NOMINEE

Youth Website - IPlayBecause.com - Nickelodeon 'World Wide Day of Play' Microsite

EMPLOYMENT

META SENIOR VISUAL DESIGNER

Aug'23 - Present

Creating marketing assets for the Small Business Department.

VF CORPORATION SENIOR VISUAL DESIGNER

Oct '22 - Aug '23

Design Project lead on Timberland 2.0 initiatives.

ICONMA - META (CONTRACT) VISUAL DESIGNER II

Aug'20 - Aug '22

Creating marketing assets for the Small Business Department.

LIFESIZE PRODUCT UI DESIGNER

Jun '18 - Nov '19

Handled designs across all digital platforms for mobile, desktop & web native apps, dashboards, hardware & TV displays.

NICKELODEON, VIACOM FREELANCE DESIGNER

Jun '17 - May '18

Created digital displays for off-channel platforms (iTunes App Store,Google Play Store, Roku, Samsung Smart TVs).

WAYUP LEAD PRODUCT DESIGNER

Jan '16 - Mar '17

Led all digital creative for desktop, mobile web, iOS app & Marketing assets. Created brand style guide and design system.

NICKELODEON, VIACOM PRODUCT UI DESIGNER

Sep '10 - Sep '15

Lead designer Nick.com site redesign and OTT platforms - Roku, AppleTV & Chromecast. Led designs for the Android App team. Created promotional design assets for Nick.com property pages & Marketing campaigns.

ZETA INTERACTIVE DESIGNER

Jan '08 - Jun '10

Designed homepages, web banners, emails and direct mailers.