
Design Research
Experience Strategy
Solution Engineering
Product Design

PARTNERS

Apple
Barclays
Disney
Fast Retailing

FBI
Levi's
Marui
Microsoft

Nike
Sasa
Under Armour
Virgin

PETER DIBARTOLO

2018 **ADOBE SYSTEMS** MANAGER, DIGITAL STRATEGY & SOLUTIONS
Cross-functional leadership of global team of analysts, designers, and developers
Drive vision and measure impact for team development and individual growth
Collaborate with executives and inspire C-suite through custom demos & proofs of concept
Impact enterprise digital transformation through value-driven cloud-based integrations
Scale innovation and product development roadmaps through Global 500 solutions
Influence \$275M+ across AEM, Target, Analytics, Sign, and Creative Cloud opportunities

Designs on purpose
Advocates simplicity
Connects context
Stays curious
Detests fish

peterdibartolo.com

2011 **ADOBE SYSTEMS** MANAGER, EXPERIENCE DESIGN
Optimize creative workflows and business processes for enterprise customers
Develop scalable solutions, focused on content creation, delivery, and automation
Lead product design and implementation, forecasting the needs of Adobe technology
Inform, prioritize, and plan new product features per customer and industry demand

2010 **HUGE, MCGARRYBOWEN, SULLIVAN** CREATIVE DIRECTOR
Establish business models and design process for digital offerings & services
Lead experimental initiatives and growth strategies across teams and clients

2008 **BBDO** ASSOCIATE CREATIVE DIRECTOR
Develop digital strategy and design execution for marketing campaigns
Prepare RFI & RFP, as well as pitch experiences for business development
Growth for \$10M+ book of business for Citi

2008 **LBI ICONNICHOLSON** CREATIVE DIRECTOR
Mentor and coach a user experience (UX), visual design (UI), and content team
Lead business development and experience strategy for product design
Growth for \$4M+ book of business for MasterCard

2004 **OGILVY** ASSOCIATE CREATIVE DIRECTOR
Strategy for global & domestic marketing programs for American Express
Manage multidisciplinary teams of creatives, production, and vendors

2001 **MODEM MEDIA** ART DIRECTOR
Lead visual design and production for cross-channel marketing
Launch web site and brand campaigns for Delta Air Lines

2001 **GRAPHIC SOLUTIONS** ART DIRECTOR
Print design for consumer & trade marketing collateral for Sony
Oversee comping, pre-production, and press runs

2000 **KABEL-US** SENIOR DESIGNER
Lead design for experience & animation projects
Design premiere web site for Mini
Develop proof of concept for streaming service for Showtime

1998 **Y&R, BRAND DIALOGUE** SENIOR DESIGNER
Design and production of interactive marketing campaigns
Launch of the first web site for Philip Morris
