

Christopher Andreola

Interactive Designer | UX Designer

2000 - Present

1998 - 2000

1997 - 1998

Principal, Creative Director, IxD, UX, UI

Interactive Design Director

Design Director

adcSTUDIO LLC, Kingston NY

businessmodel.com, Chapel Hill, NC

MediaMerge Inc., NYC, NY

Design Skills

Adobe Creative Cloud - Photoshop, Illustrator, InDesign, After Effects, XD, Audition
Sketch, Figma, Principle, Invision Studio, Framer, Abstract, Camtasia, Miro, Presentation
Design, Presenting, Creative Meeting Facilitation, Review Meetings, Design Systems Cre-
ation, Junior Designer Development & Training, Mentoring

Technical Skills

HTML, CSS, JS, Greensock, Git, VSCode, D3.js, Wordpress, jQuery, Zapier, CodePen

Project Management Skills

Team Leader, Project Scoping, Budget Development, Vendor Management, Agile, Jira,
BugZilla, Trello, Notion, Slack, MS Office, Zoom, WebEx

Education

Art Center College of Design • BFA Graphic & Packaging Design w/Honors, 1992

Sullivan County Community College • AAS Advertising Design w/High Honors, 1988

Professional Service and Membership

Type Directors Club (TDC) New York, NY • Professional Member

Director-at-Large 2003-2007 (Board Member)

AIGA, NY Chapter • Sustaining Member

Professional Experience

Principal, Creative Director, IxD, UX, UI

adcSTUDIO LLC, Kingston NY

adcSTUDIO LLC is an intentionally small dynamic interactive design and development consultancy. We design and develop a full range of interactive web and mobile experiences. Clients Include: The Apollo Theatre, Type Directors Club, underconsideration.com, National Park Service, Terminal Design, Pure Earth, Bethel Woods Center for the Arts, Pearson Science, Penguin USA, The March of Dimes and Gagosian Gallery.

Interactive Design Director

BusinessModel.com, Chapel Hill, NC

I directed and developed the creation of initial prototypes of interactive experiences, including websites, software and kiosks. Clients: Ericsson, Curtis Papers, ZDnet

Design Director

MediaMerge Inc., NYC, NY

Creative team leader I presented initial design concepts, prototypes and all necessary review materials throughout the course of each project. Design responsibilities included interface design, UX, UI, development of design specifications, templates and art direction. Clients: Calvin Klein Cosmetics, Lucent Technologies

Professional Service and Membership

Type Directors Club (TDC)

New York, NY

Professional Member

Director-at-Large

Board service, program development, website design and development.

Competition Volunteer and assistant to the judges

Design and development of online entry system, support during judging

AIGA, NY Chapter

Sustaining Member

CURRICULUM VITAE

Christopher Andreola

Creative Director, Interactive Designer, UX Designer

PO Box 449
Parksville, NY 12768
+1 718 577 1406
hello@adcstudio.com

Education

Art Center College of Design, Pasadena CA

BFA with Honors in Graphic and Packaging Design

Rita Sue Siegel Human Potential, David Keiser Memorial and Art Center Scholarships (full)

Sullivan County Community College, Loch Sheldrake NY

AAS with High Honors in Advertising Design

Arthur Townsend Memorial Scholarship (full)

Teaching

State University of New York at New Paltz

Design for the Web 1

Design for the Web 2

interactive Design

Motion Design

Sullivan County Community College

Computer Graphics III

History of Photography and Aesthetics

Continuing Ed.

Maine Summer Institute in Graphic Design/Design Inquiry (Competitive Acceptance)

Maine Institute College of Art, Portland ME

2003 Instructors: Rick Valicenti, Elliott Earls, Louise Sandhaus, Matt Soar

2000 Instructors: Nancy Skolos, Tom Wadell, Douglass Scott

1999 Instructors: Lucille Tenazas, Wigger Bierma (Werkplaats Typografie)

Design By Numbers with John Maeda

AIGA NY

Publications of Teaching

Type Rules! - Strizver, Ilene | 2nd., 3rd. Ed.

Typography assignment: "Why are all the scary typefaces pointy?" This assignment teaches students to recognize the visual and symbolic characteristics of typeface design and select type for emotional impact and to support communication objectives.

adcSTUDIO LLC

Christopher Andreola

President & CEO

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Company Overview

adcSTUDIO is a boutique design and development firm located in Livingston Manor, NY. Our work specializes in expanding and supporting the design and technology capabilities of our clients. Primarily working as part of hybrid-project teams we provide expertise in UX, UI, visual design, digital branding and interactive prototype development. Our skills and experience extends from initial concept and strategy development all the way through design, production and development.

Client List

Pure Earth	Alex Brown & Sons
The Apollo Theatre	American Radio
Pearson Science	American Stock Exchange
March of Dimes	Bristol Myers Squibb
LexisNexis	Chase
Penguin USA	Colgate University
Harper Collins	CP Clare
National Park Service	Eidos
Bethel Woods Center for the Arts	First Boston
Gagosian Gallery	First Albany
Type Directors Club	Goldman Sachs
UnderConsideration.com	J. P. Morgan
Biogen	KKR
Ericsson	KPMG Peat Marwick
IBM	Lucent Technologies
Legg Mason	Merrill Lynch
Copyright Clearance Center	Morgan Stanley
Pasteur Mérieux Connaught	Nynex
Pitney Bowes	Oxford Health Plans
PriceWaterhouseCoopers	Playtex Products
William M. Mercer	Smith Barney
inkStories	TIAA-CREF
Terminal Design	