

E D U C A T I O N

The Georgia Institute of Technology
Cornell University

Bachelor of Science Mechanical Engineering | Class of 2000
 Certificate of Architecture, H.S. Program | Class of 1993

P R O F E S S I O N A L E X P E R I E N C E

Designs | Creative Director

Miami Beach, FL (July 05' - Present)

- + Providing creative services including, but not limited to: Corporate identity and brand development, graphic design for print and web media, marketing and advertising strategy, packaging design, digital and free hand illustration, 3D CAD modeling, industrial and architectural design, art.
- + *For some portfolio samples current thru 2006, visit:* www.ricattidesigns.com

Cre8tiv Juice Group | Senior Designer

Miami Beach, FL (August 06' - November 07')

- + Corporate branding through strategic and creative communications programs. Campaign development through brand design and positioning, advertising, marketing and custom publishing.
- + Built brand equity through the development and design of marketing, advertising, web, video and print collateral for accounts such as: Floc Resort + Residences (Costa Rica), MIYO Furniture (Midtown Miami), Ocanos Resort/ Residences/ Marina (Islamorada, FL), Essex House Hotel and Lounge (Miami Beach), The Cleavelander Hotel (Miami Beach), Parc Place Residences (Miami Beach), The City of Miami Beach, Opustone (Miami), Dade Paper (Miami), Douglas Elliman Florida, Talula Restaurant (Miami Beach), Del Monte Fresh Produce (Coral Gables), Intuid Appliances (International), Omphoy Resort (Palm Beach), The Brazilian Court (Palm Beach), and Cre8tiv Juice Group MB.
- + *For further details please visit:* www.cre8tivjuice.com

Del Monte Fresh Produce | Senior Packaging and Marketing Designer

Coral Gables, FL (June 03' - July 05')

- + Created new and unified brand packaging design for US and International markets on all commodities. Packaging design consisted of primary, secondary and tertiary Del Monte brands such as: Del Monte Gold®, ROSY®, UTC®, UTC Gold®, & Harvest Select®. Also created packaging for associated brands such as: Garden Fresh Produce®, Subway®, Burger King®, Jamba Juice®, Wendy's®, Fresh One®, Go Texan, & Pathmark®.
- + Produced artwork in intelligent manners to reduce printing costs on over 2200 different pieces. Determined need for assistance and managed any freelance designers, creative agencies and copywriters involved.
- + Contributed to the development of the corporate web site in terms of both navigational structural and graphic design. Completely designed the Packaging and Agricultural Services Corporate Intranet site and provided monthly maintenance.
- + Headed design for trade show exhibits, creating 3D CAD models and graphics while managing development process with exhibit builders and overseeing implementation.

First Impressions Theme Theatres | Design Engineer and Project Manager

Miami, FL (December 01' - May 03')

- + Designed and managed several custom theatre projects from conceptualization, through CAD development and drafting, to overseeing production and managing implementation. Communicated my designs through digital and free hand illustrations, 3D CAD models, and hand built scale models. Once designs were approved by the client, I prepared production plans and construction documents with the help of my development team and submitted them to our professionally licensed architect for approval. From there I oversaw part production, created implementation schedules and managed installations on and off site.
- + Conducted research and development on the latest materials and production methods. Prepared estimates on materials, labor and production costs.

Future Truck 2000 | Lead Structural Engineer

Atlanta, GA (October 99' - August 00')

- + Led the structural engineering team for Georgia Tech on the conversion of a stock 2000 Chevrolet Suburban to a hybrid drive SUV. Sponsored by General Motors, The U.S. Department of Energy, the National Science Foundation and the National Highway Traffic Safety Administration among others.
- + Helped develop the design and managed the implementation of all structural modifications including: The rear driveshaft to incorporate a double shafted brush-less DC-Motor; The light strong battery containment unit; Composite weight reductions; Interior modifications and safety regulations; Controller installation; Fuel injection system modifications; Paint and graphics.

PROFESSIONAL EXPERIENCE (continued)

Sprout, Inc. | Graphic Designer

Atlanta, GA (September 98' - June 00')

- + Designed new and recreated existing book cover art and illustrations for an expansive on-demand book database. Completed over 300 original and redesigned book covers.
- + Prepared operation and troubleshooting manuals for use with printing and binding service stations. Trained new employees on printing and binding methods for book production. Developed web graphics. Printed, bound, cut, packed and shipped book orders received via the ecommerce site.

SOFTWARE KNOWLEDGE

[b] Beginner **[i] Intermediate** **[a] Advanced**

Illustrator CS3	[a]	Autodesk AutoCAD	[a]	Artios Carton CAD	[i]
Photoshop CS3	[a]	Microstation	[a]	MS Office	[a]
InDesign CS3	[a]	Solidworks	[a]	ArchiCAD 10	[b]
ImageReady CS2	[i]	Acrobat CS3	[a]	Flash CS3	[b]
Quark	[i]	Dreamweaver CS3	[i]	Quickbooks Pro	[a]

- + Advanced understanding of both **MAC** and **PC** platforms

AWARDS | TRAINING | PERSONAL

- + **Automundo Magazine** | Peugeot 706 Coupe Design, Full Page Publication, August 03'
- + **Motor Trend 2001 International Design Contest** | Facel Vega Brand Revival, Honorable Mention
- + **Motor Trend 2003 International Design Contest** | Victorinox Swiss Army Truck, Honorable Mention
- + **Produce for Better Health** | "5-A-Day" Ad Campaign, Excellence Award
- + **AIGA Exposed 2008** | Ocanos Resort, Brand Development and Ad Campaign, Silver Award
- + **Flexography press and plate making** | Training at Matthews (Atlanta 05')
- + **Offset lithography sheet fed press** | Training at H&D Graphics (Miami 04')
- + **Artios CAD box manufacturing** | Training at Del Monte (Coral Gable 04')
- + **Nike P.L.A.Y Corps** | Atlanta, GA (1996-1997 Jesse Draper's Boys & Girls Club) Soccer and Basketball Coach, boys and girls ages 7-13.
- + **Lingua Language Center** | Weston, FL (2002-2003) High school level English and math tutor
- + Fully fluent and literate in both English and Spanish
- + Highly skilled in freehand sketching/drawing, painting, sculpting and carpentry

PORTFOLIO | WEB

- + To view samples of web projects I've collaborated on, please visit:

www.ocanosflykeys.com
 www.freshdelmonte.com
 www.parcplaceliving.com
 www.miyohome.com
 www.clevelander.com

- + To download a portfolio of my print work in PDF format, please follow the link:

www.ricattidesigns.com/PabloRicatti/PabloRicatti_SamplePortfolio.pdf

PROFESSIONAL AND PERSONAL REFERENCES

Kevin Kelsick | Creative Director and Principal**Cre8tiv Juice Group**

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Mauricio Giammattei | Principal**Cre8tiv Juice Group**

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M.D. (Skip) Marlin | VP of Packaging**Del Monte Fresh Produce**

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Jacqueline Bohmer | Marketing Director**Mahaia** (Formally VP of Marketing | Del Monte Fresh Produce)

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Scott Scherr | CEO, President and Owner**Ultimate Software Group**

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