

# PETER COMITINI

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*HE, HIM, HIS*

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## KEY STRENGTHS

Creative Direction and Design  
Branding & Identity Standards  
Real Estate Sales & Marketing  
Customer Experience  
Visual Storytelling

- A Creative Director with a proven record of gaining audience and increasing sales on a global scale, with high-levels of aesthetic delivery.
- An articulate design leader, educator, and mentor who truly believes that design driven innovation in a company culture creates more satisfying products, persuasive messaging, and long-term value to its brand and the bottom line.
- Skilled in gaining consensus on strategy and visual solutions with a track record of delivering design excellence in fast-paced environments with real deadlines.
- Has managed multi-disciplinary teams in strategy, technology, and visual design.
- An advocate for the user experience using client-facing research, defining strategy and, and expressing it as visual design and interaction systems..
- An team leader and licensed Broker in NYC luxury real estate marketing and sales.

## EXPERIENCE

### Real Estate Broker

The Corcoran Group, New York, NY, February 2002—Present

Operating a creative real estate practice where "Real Estate Agency meets Advertising Agency". The Comitini Team brand uses the power of design expressed in social media, video, print and events to attract customers, convert them into leads, and persuade them to work with us. Closing deals for our client's luxury homes, townhouses, and real estate investments. Served as a Board member of Corcoran's Tech Advisory Council.

### Senior Customer Experience Architect

Scient Inc., New York, NY, January 2000—December 2000

Professional services firm Scient was one of the first to sell innovation by bring together the practice areas of Brand Strategy, Business Strategy, and Technology to inform and enable client's e-commerce systems. As a Senior Customer Experience Architect I led a team of visual designers, researchers, information architects, content strategists, and front end technologists responsible for the prototyping and building of the user experience. My team engaged in defining business strategy, advocating user requirements, then giving them tangible form on the successful spin-off of Avaya Communication from Lucent Technologies.

### Adjunct Professor

School of Visual Arts, New York, NY, January 1995—June 2002

Taught Principles of Typography to Computer Arts students and Digital Design to Graphic Design students at my alma mater SVA. Focusing on strategic problem solving, design strategy, systems, and typography in print, online, and in motion. Weekly assignments and critiques of student work were used as the driving mechanism for learning. An understanding of design history, mentorship, and education have always been core disciplines.

### Principal

Peter Comitini Design, New York, NY, December 1995—December 1999

My design office provided web design, marketing, advertising, graphic design, and illustration services. Clients included Nickelodeon, Discovery Channel, NY1 News, boutique jeweler Gallery Eclectic, REACH School (pro bono) and Global Strategy Group. Notably, the studio's first website development for kitchen tool manufacturer OXO International, was included in the exhibition US Design 1975—2000 which toured museums internationally.

### Cover Art Director

Newsweek Inc., New York, NY, January 1990—December 1994

A visual journalist art directing the weekly covers of five global editions at Newsweek. Responsible for a 15% increase in newsstand sales, and the highest selling single issue to date in Newsweek's history. Worked with Managing Editors and writers to create cover concepts in a fast-paced, multi-tracking, news-driven environment. Managed and directed a department of eight designers and researchers. Recruiting of staff and creative collaboration with top photographers, illustrators, prop stylists, and typographers. Oversaw a \$10M art budget for creating compelling editorial content.

### Design Director

National Broadcasting Company (NBC), New York, NY, July 1986—December 1989

Created advertising and marketing to promote the network's News, Sports, and Entertainment divisions' properties. Contributed to the design and implementation of Brand standards and marketing for NBC's coverage of the Olympic Games.

### Graphic Designer

Home Box Office (HBO), New York, NY, August 1982—June 1986

Developed advertising and marketing supporting HBO's original programming and B2B industry relationships.

## EDUCATION

### School of Visual Arts

New York, NY, Bachelor of Fine Arts, 1978—1983

Portfolio work focused on typography, branding, and graphic design. Organized the school's first public gallery exhibition of Graphic Design in 1982. Later returning in 1995 as an educator.

### New York University

Real Estate School of Professional Studies, 2002

Real Estate Licensure requirements, continuing Education and course work in real estate finance.

# PORTFOLIO



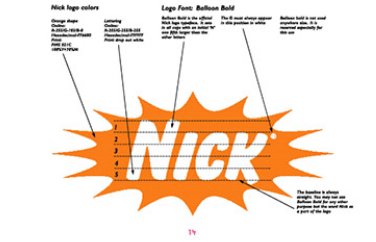



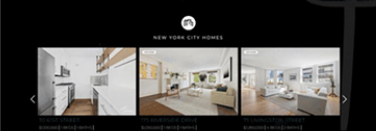
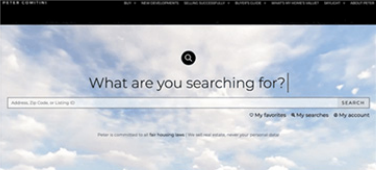
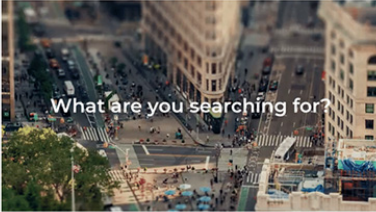
VISIT: [WWW.COMITINI.PRO](http://WWW.COMITINI.PRO)

Creative problem solving with a collaborative approach that is focused on delivering highly valued content and experiences for users, readers, customers, and viewers.

Portfolio

Skilled in problem solving processes and a collaborative approach that is focused on delivering highly valued content and experiences for users, readers, customers, and viewers. A career that has spanned the worlds of Creative Direction, Digital Design, Real Estate, and Journalism.

[See All](#) | [Digital Design & Creative Direction](#) | [Real Estate Marketing](#) | [Newsweek Covers](#)



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## PROFESSIONAL RECOGNITION

### EXHIBITIONS

#### **COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM, NEW YORK, NY**

“Who's Values?” Newsweek cover about family values included in ‘Mixing Messages: Graphic Design in Contemporary Culture’ exhibition of graphic design, and later in the permanent collection at MoMA. (1996). Cover art by artist Barbara Kruger

#### **DENVER ART MUSEUM, DENVER, CO**

The OXO International website was featured in the exhibition 'US Design, 1975-2000', which toured museums internationally starting with MAD in New York. (2002)

### AWARDS

- The Art Directors Club
- American Society of Magazine Editors— Ellie Award (Newsweek)
- Communication Arts
- PRINT Magazine
- Broadcast Designers Association— Gold & Silver Awards
- American Corporate Identity
- American Journalism Review

### PUBLICATIONS

- HOW Magazine, ‘Making the Brand’, August 2002
- WebWorks: Navigation, edited by Ken Coupland, Rockport Publishing
- Print’s Best Logos and Symbols 5, by Andrew Day, RC Publications
- American Typeplay, by Steven Heller and Gail Anderson, PBC International
- HOW Magazine, ‘Cover Story’, February 1992
- Problems/Solutions: Visual Thinking for Graphic Communication by Richard Wilde, Van Nostrand Reinhold Co.

- HOW Design Conference, Speaker,, 2005
- AIGA, Produced 'New Media Night', 1993

## **REAL ESTATE**

- Press mentions and sales history may be seen on [Corcoran.com](http://Corcoran.com)
- Corcoran Group Multi-Million Dollar Club (2004-present)
- REBNY Residential Brokerage Committee
  - Speaker Panel about Staging Design 2017

## **PROFESSIONAL AFFILIATIONS**

- Past Vice President/Board Member of American Institute of Graphic Arts (AIGA/NY, 1993-1995)
- Licensed New York State Associate Real Estate Broker (2002-present)
- Member REBNY (2002-present)
- Member Greenwich Village Society for Historic Preservation

## **SOFTWARE SKILLS**

Adobe Creative Cloud, Adobe Photoshop, Adobe, Illustrator, Adobe InDesign, Adobe Premiere, Adobe XD, Keynote, PowerPoint, MS Word, MS Office, WordPress, Elementor, draw.io, creative writing, typography, news, magazines, brand, art direction, graphic design, UX, photography, illustration, animation, video editing, web design and development