516-313-8837
Website www.dtpcreative.com
Portfolio dtpcreative.com/projects/
derek@dtpcreative.com
derek-potestio-06179b65/

SKILLS

- Brand Identity & Visual Design
- Web Design & Development (WordPress, Bricks, Elementor, Oxygen Builders)
- ADA Compliance & Accessibility
- UI/UX Strategy & Prototyping
- SEO Optimization & Analytics
- Digital & Print Marketing Campaigns
- Client Relations & Project Management
- Creative Direction & Art Supervision

TOOLS & TECHNOLOGIES

- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- After Effects
- Acrobat
- WordPress
- Bricks, Elementor, Oxygen Builders
- HTML/CSS/PHP
- Google Analytics
- SEO Tools
- Email Marketing Platforms

SELECTED CLIENTS

- King O'Rourke Cadillac, Buick & GMC
- Customatic Technologies
- Rothmann's Steakhouse
- Matteo's Restaurants
- 317 Main Street
- Comedian Joey Kola

Derek Potestio

Art Director • Senior Graphic Designer • Web Designer/Developer

ABOUT MYSELF

Graphic designer and art director with deep experience in print design, branding, and digital creative. I love crafting clean, thoughtful visuals–whether it's a full identity system, a menu, or a website that works beautifully for users. I bring strong design instincts, technical skill, and a commitment to delivering work that feels sharp, intentional, and on-brand.

PROFESSIONAL EXPERIENCE

Owner/Creative Director
DTPCreative LLC – Farmingdale, NY
2016 – Present

- Founded and manage a full-service creative and advertising agency specializing in branding, print design, and web development.
- Oversee all aspects of operations including creative direction, client communication, project management, strategy, and development.
- Design and produce a wide range of print materials such as menus, brochures, posters, direct mail pieces, vehicle wraps, signage, packaging, and branded collateral for restaurants and local businesses.
- Develop cohesive brand identities including logos, style guides, typography systems, and marketing assets for both new and established businesses.
- Create custom, ADA-compliant WordPress websites optimized for SEO, user experience, accessibility, and performance.
- Build marketing campaigns across digital and traditional channels, ensuring consistent messaging and strong visual impact.
- Maintain strong client partnerships through high-quality work, proactive communication, and ongoing support.

Art Director/Senior Designer
Selective Media Advertising, Inc.
2006 – 2025

- Designed and produced a wide range of print and digital marketing materials including brochures, catalogs, posters, direct mailers, vehicle wraps, signage, and promotional campaigns for various client industries.
- Led creative direction for branding projects, developing logos, identity systems, and cohesive visual styles across all media.
- Collaborated with account executives and clients to understand project goals, propose creative solutions, and deliver high-quality work under tight deadlines.
- Managed multiple projects simultaneously, overseeing layout, typography, color, imagery, and production specifications to ensure accuracy and consistency.
- Coordinated with printers, vendors, and external partners to ensure proper file preparation, proofing, and high-quality output.
- Assisted in developing advertising strategies and visual concepts to support client campaigns and increase engagement.
- Maintained awareness of industry trends, design tools, and production techniques to keep creative output current and effective.

EDUCATION

Bachelor of Fine Arts (BFA) in Graphic Design
New York Institute of Technology (NYIT) – Old Westbury, NY

References furnished on request