



# ROBERT POTACZALA

Creative Director | Multimedia Specialist | Innovative Leader

As a creative professional with over a decade of experience in multimedia design, project management, and team leadership, I excel at driving brand narratives and crafting compelling visual experiences across digital, print, and broadcast platforms. My expertise lies in integrating cutting-edge technologies like AI and VR to enhance storytelling and training methodologies, fostering seamless collaboration among cross-functional teams, and delivering projects that surpass business objectives.

## UPS PROFESSIONAL EXPERIENCE

### UPS Airlines

|   |                      |
|---|----------------------|
| Analyst, Learning Administration & Coordination | Dec 2023 - Present   |
| Program Development Technology Specialist       | Oct 2021 - Dec 2023  |
| Senior Graphic Designer                         | July 2017 - Oct 2021 |

- **Progressive Leadership Roles:** Advanced through positions of increasing responsibility, showcasing adaptability and a commitment to excellence in multimedia design and learning development.
- **Virtual Reality Integration:** Pioneered VR research initiatives to supplement pilot training programs, leading to an increase in training efficiency and engagement.
- **Multimedia Project Management:** Collaborated with fleet developers and airline training staff to produce high-impact video edits, 2D/3D animations, interactive presentations, infographics, and other multimedia assets for diverse training scenarios.
- **AI Workflow Optimization:** Leveraged advanced AI tools and assets to enhance project workflows, resulting in a reduction in production time and improved content quality.
- **Cross-functional Collaboration:** Led agile teams in developing innovative communication strategies across print, television, social, and mobile platforms, driving brand engagement and employee communications to new heights.
- **Design Strategy and Innovation:** Created comprehensive design plans rooted in industry trends, providing strategic insights to senior management and elevating the company's visual storytelling.
- **Regulatory Compliance Expertise:** Produced compelling visual content for airline safety initiatives, ensuring strict compliance with FAA and OSHA standards.
- **Strategic Partnerships:** Partnered with Boeing's marketing team to produce distinctive infographics highlighting the UPS Airlines 747-8F aircraft.
- **Team Leadership and Mentorship:** Led and mentored design teams, fostering a culture of creativity and innovation while ensuring adherence to brand standards and industry guidelines.

## EDUCATION

### ITT Technical Institute

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|--|-----------------------|
| A.A.S in Multimedia                      | Louisville, KY   2005 |
| B.A.S in Game & Interactive Media Design | Louisville, KY        |

### Prosser School of Technology


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| Multimedia Graphics | New Albany, IN   2003 |
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## CONTACT

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 www.robpot.com

 Last Name Pronounced As:  
Pot-ah-zel-uh

## RECOGNITION

### AWARDS

- Claims Magazine Viewer Award (2017): Recognized for designing an advertisement for Donan Engineering's drone services.

### OHIO VALLEY EMMY NOMINATIONS

- Thunder Over Louisville Graphics Package (2012)
- FOX41 Graphics Package (2009)
- WMYO Graphics Package (2007)
- Additional Honors: Recipient of multiple SPJ, NATAS, and regional awards for outstanding news graphics and animations.

### PROFESSIONAL DEVELOPMENT

- Continuous Learning: Actively pursuing certifications and training in AI, VR, and the latest design methodologies to stay ahead of industry trends.
- Workshops & Seminars: Regular participation in industry conferences, webinars, and workshops to enhance skills and network with professionals.



## EXPERTISE

### CORE COMPETENCIES

- **Creative Leadership:**  
Expertise in directing branding initiatives, design projects, and multimedia productions to deliver compelling visual narratives.
- **Project Management:**  
Proficient in agile methodologies, coordinating cross-functional teams, and facilitating effective stakeholder communication.
- **Digital Marketing Strategy:**  
Experienced in SEO/SEM optimization, ROI analysis, crafting digital marketing campaigns, and managing social media strategies.
- **Innovative Technology Integration:**  
Adept at incorporating AI and VR technologies into training and development, utilizing automation tools, and staying ahead of emerging tech trends.

### TECHNICAL SKILLS

- **Design & Animation Software:**  
Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Autodesk 3ds Max.
- **Marketing Platforms:**  
Salesforce, Marketo, Hootsuite.
- **Project Management Tools:**  
Trello, Basecamp, Wrike, Microsoft Teams, SharePoint.
- **Web & App Development:**  
WordPress, PowerApps.
- **Emerging Technologies:**  
AI generation tools, VR/AR applications, creative asset management systems.

## ADDITIONAL PROFESSIONAL EXPERIENCE

### Discount Labels

New Albany, IN

Creative Art Director

October 2016 – July 2017

- Led a team of internal, external, and freelance designers to unify and enhance the company's brand across print, web, and social media platforms. Fostered a collaborative environment that encouraged innovation and efficiency.
- Utilized SEO, SEM, and ROI analytics to align design efforts with current market trends, enhancing the effectiveness of marketing campaigns and improving customer engagement.
- Collaborated with a global web development team on the redesign of the company's marketplace front-end, resulting in an improved user experience and increased online sales.
- Developed and maintained comprehensive brand guidelines and technical documentation for design processes, ensuring consistency and compliance across all marketing materials.

### Independence Television (WDRB-TV FOX41)

Louisville, KY

Senior Broadcast Designer

May 2006 – February 2017

- Successfully managed and coordinated multiple graphics packages that received regional and national recognition, demonstrating impeccable attention to detail and creative problem-solving skills.
- Participated in an international assignment with the US State Department and IREX in Tbilisi, Georgia. Consulted on design strategies for broadcast and web media, teaching local broadcast designers and station management how to strategically use graphics and animations to enhance storytelling.
- Trained and mentored new design hires in broadcast television guidelines, fostering a collaborative team environment and ensuring adherence to high standards of professionalism and integrity.

### DONAN Engineering

Louisville, KY

Art Director

November 2015 – October 2016

- Conceptualized and executed the launch of new service offerings, digital marketing campaigns, webinars, and email and social media initiatives, contributing to increased client engagement and business growth.
- Spearheaded the modernization of the company's brand standards, enhancing the company's professional image. Played a key role in the grand opening of a new corporate headquarters by developing cohesive branding materials.
- Designed an award-winning print advertisement featured in Claims Magazine, showcasing exceptional design skills and an understanding of industry standards.

### ISCO Industries, Inc

Louisville, KY

Marketing Designer

April 2013 – October 2015

- Developed and implemented strategic marketing plans aligned with the company's business objectives, contributing to market expansion.
- Created bilingual catalogs that adhered to ASTM and ISO standards, demonstrating meticulous attention to detail and a strong understanding of regulatory requirements.
- Coordinated nationwide photography projects, curating an OSHA-approved digital asset database. Ensured all marketing materials complied with safety regulations and internal policies.
- Collaborated with sales, engineering, and product development teams to develop marketing materials that effectively communicated technical information to diverse audiences.