

Luke Pieczynski

Experience Design Leader + Creative Director



Senior-level creative leader with proven experience and passion for building and leading design teams to innovate and produce user-focused products.

CONTACT

Luke@LPPdesign.com
804-814-2253
www.LPPdesign.com

EDUCATION

Mercyhurst University | Erie, Pennsylvania
Bachelor of Arts in Graphic Design
Minor in Photography

CERTIFICATIONS

PwC | 2023
Inclusive Mindset Certification

Scrum Alliance | 2021
Certified ScrumMaster

MIT Sloan School of Management | 2020
Organizational Design for Digital Transformation

Johns Hopkins University | 2020
Psychological First Aid

UVA Darden School of Business | 2015
Design Thinking: Insights to Inspiration

PRESS + AWARDS

Post-it® Brand Interview

HuffPost Parents Interview

DaddiLife Hero Award

The Richmond Show Cannonball

Addy

WORK EXPERIENCE

PwC | Pittsburgh, PA + New York, NY
Creative Director and Experience Design Manager
July 2021 - present

FirstEnergy | Pittsburgh, PA
Digital Manager
December 2020 - July 2021

DICK'S Sporting Goods | Pittsburgh, PA
Design Manager: Email Marketing
January 2018 - June 2020
Manager of UI Design
July 2016 - January 2018

CFA Institute | Charlottesville, VA
Interactive Art Director and Digital Strategist
October 2012 - July 2016

Media General | Richmond, VA
User Experience Designer
December 2010 - August 2012

Dynamic Brands | Richmond, VA
Lead Web Designer + Developer
June 2009 - November 2010

LOGISTICS 2020, Inc | Chesterfield, VA
Lead Web Designer + Developer
February 2008 - April 2009

Capital One | Richmond, VA
Web Designer (Contract)
May 2007 - February 2008

Hall + Partners | Petersburg, VA
Director of Multimedia Services
May 2004 - May 2007

VOLUNTEER EXPERIENCE

Caring for Kids - The Carrie Martin Fund (Children's Hospital of Pittsburgh) | Pittsburgh, PA
Digital Design Executive and Advisor
January 2022 - present

American Marketing Association - AMA Pittsburgh | Pittsburgh, PA
Board of Directors - Interim VP of Digital Marketing
June 2021 - September 2021

Steel City UX Ladies | Pittsburgh, PA
Career Prep Program Organizer
June 2020 - December 2020

Amazing Design People List | Remote
Design Mentor
May 2020 - August 2022