**Luke Pieczynski**

[www.LPPdesign.com](http://www.lppdesign.com)

[Luke@LPPdesign.com](mailto:Luke@LPPdesign.com)

804-814-2253

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

**Professional 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

**Relevant Volunteer Experience**

**Caring for Kids - The Carrie Martin Fund (Children’s Hospital of Pittsburgh)** | Pittsburgh, PA  
*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

**Education and Certifications**

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

**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 and Awards**

Post-it® Brand Interview

HuffPost Parents Interview

DaddiLife Hero Award

The Richmond Show Cannonball

Addy