

Steve Cucinotta

Digital Media Expert

Steve Cucinotta

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Experience

The Charis Culture / Creative Director, Director of Photography

NOVEMBER 2010 - PRESENT, BOCA RATON

Leading a team of photographers and cinematographers that share a passion for all things automotive. Curating all original content for The Charis Culture.

- Built relationships with multiple automotive outlets.
- Produced content for **Petrolicious**, **Ferrari** & **BFGoodrich** to name a few.
- Collaboration with charity groups and the military.

Tennessee Motorcycles & Music Revival / Freelance UX & Design

MARCH 2017 - PRESENT, BOCA RATON

My role was to establish the overall design that was implemented in the TMMR event site.

- Built a site prototype for mobile, tablet and desktop utilization.
- Collaborated with developer and client to structure site flow.
- Designed graphics and UI for the site based on available content.

The Creative Workshop / Freelance Photo, UX & Design

JANUARY 2016 - PRESENT, BOCA RATON

Updated and rebranded existing site. Working closely with the client I was able to develop the design language implemented.

- Produced photo and video content for site.
- Created interactive wireframes.
- Designed overall site experience.

PMG Echo - SapientRazerfish / Creative Technologist

MAY 19, 08 - PRESENT, MIAMI

Directed the creative and development teams on the implementation of the immersive experience for the Echo sales center.

- Conveyed experience through traditional wireframes and a prototype of the application.
- Researched and recommended the hardware and software used in the project.
- Instructed the dev team on how to incorporate the recommended hardware and software solutions.
- Crafted a projection mapping prototype to scale.
- Produced a time-lapse video by scouting various vantage points of the building and oversaw the filming.
- Fabricated a mock environment locally for testing alongside the dev team.

Fortune Ritz-Carlton - SapientRazerfish / Creative Technologist

MAY 19, 08 - PRESENT, MIAMI

Established overall experience for interactive table and walls. The concept was derived from the **Fisher Island immersion room**.

- Produced wireframes and user flow documentation.
- Led the creative and dev teams to produce correct content and structure of application.
- Constructed a mock environment locally to review our progress.
- Solved issues that arose while the interactive table was in use.
- Documented the project through video and pictures.
- Provided continuous technical support.

Skills**Technical Skills**

Complete comprehension of current web technologies
Adept at physical computing
Mobile Platforms (Android & iOS)
Prototyping
AR/VR/MR
Projection Mapping
Photojournalistic Photography
Graphic Design
UX Design

Distinctive Traits

Discerning eye for detail
Visionary
Superior communication skills
Innate talent for teamwork
High level of integrity creating solid relationships
Ability to lead groups from conception to completion
Proficient at conflict resolution

Education**FullSail / AS Digital Media**

2002 - 2003, WINTER PARK, FL

Completed Digital Media degree with Perfect Attendance award.

Broward College / AA Graphic Design

1999 - 2004, DAVIE, FL

Notable Interests

Health and Fitness
Culinary Arts
Mechanically inclined
Automotive Journalism
Music
Personal Development
Emerging Technology