

CONTACT:

Ted Pioli
Senior Designer
Tedwardpioli@gmail.com
www.tedp.io
978 . 621 . 8985

FOCUS:

Visual Design
Branding
Product Design

TOOLS:

Figma
Adobe XD
Framer
Procreate
Abstract
Adobe Suite
Apple hig
Invision
Keynote / PPT
Material Design
Webflow
Sketch
Zeplin

OVERVIEW:

Hey there! I'm Ted, a native New Englander living in the Boston area. By day I'm a Senior Product Designer at Formlabs. By night I'm a freelance brand and web designer working for startups, local businesses, and interesting projects that come my way. I'm also an adjunct faculty member at The Massachusetts College of Art and Design where I teach "Advanced Interactive Projects". In the wee hours I am a practicing illustrator, working under the moniker Strange Folks™ on posters, beer cans, murals, and commercial artwork.

EXPERIENCE:

Senior Product Designer

Formlabs Inc. | September 2019 - Present

As a designer on the product team at Formlabs, my role is not limited to digital. Any touch point a user may have with our products is a touch point that can be controlled with design. I influence the design of everything from embedded UI screens and desktop software / web apps to package design, branding, and the unique and varying ways humans interact with 3D printers.

Adjunct Design Faculty

Massachusetts College of Art and Design | May 2021 - Present

Advanced Interactive Projects is a class focused on information architecture, user experience, design research, and UI for the graduate design program at MASSART. The class is centered around two main projects (one app based and one service based) where students develop and test their skills relating to the design process of digital experiences (research, persona development, user flows, feature selection, prototyping, creating unbiased testing, presentation, and more).

Adjunct Design Faculty

Massachusetts College of Art and Design | September 2019 - December 2019

Making as Research is an undergraduate class in the Design program at MASSART. Its purpose is to lay the foundational work needed for students to become strong designers. The class is focused on developing critical thinking skills as a designer and the ability to communicate those concepts through making.

UX / UI Designer

Intrepid / Accenture Interactive | March 2018 - September 2019

Intrepid is a digital agency in Cambridge MA focusing primarily on the execution and development of apps, websites, and services. I worked within a large design team in close collaboration with project management, clients, developers, and leadership. My experiences include participation in design sprints, stakeholder interviews, producing common deliverables similar to journey maps, app flows, blue sky concept creation, development support, design systems, mobile app design, and large scale web experiences.

RECENT FEATURES:

Dieline Awards Semifinalist
for package design 2021

Featured artist of Collective
Arts Brewing 2019-2021

Top 50 placement of Open
Science Prize (global) 2017

Juror & Curator of the Massart
All School Show 2016

Adobe National Design
Competition Semifinalist 2015

Winner of Boston Book
Builders' Competition 2015

Designer in Tadaima Japanese
Design Gallery show 2015

Featured in Massart All
School Show 2014 - 2016

Featured in Massart Annual
Awards Book 2014 - 2016

Featured Artist in Graphic
Notions Gallery Exhibition
2013

UX / UI Designer

Altitude Inc. | August 2016 - March 2018

Altitude Inc. is a Product Design Studio with a focus on physical products and research. As a designer, I worked in multidisciplinary teams alongside engineers, researchers, strategists, and industrial designers to help define products. Client industries include medical, military, robotics, technology, and consumer goods with a focus on connected products. Examples of work include journey mapping, mobile apps, I.O.T. UI & experiences, branding, user interviews, and field research.

Senior Brand Designer

Heart LLC | January 2016 - August 2016

Heart is a branding agency with a focus on identity systems and brand strategy. I worked with a multidisciplinary team of sculptors, designers, videographers, and architects on a variety of projects ranging from conceptual brand strategy and identity design, to motion design and creative 3D installation experiences for large brands (Sam Adams, Puma, Nike etc).

Freelance Illustrator

Strange Folks | September 2017 - Present

In my spare time I am a practicing artist as well as freelance illustrator working under the moniker Strange Folks. My work consists of paintings, sculpture, drawings, illustrations, toy design, packaging, commercial artwork, branded artwork, and more.

Brand Designer

Massachusetts Institute of Technology | June 2013 - June 2016

For three years I was a contract designer at MIT. I helped develop brand systems and identities for some of the institutions large conferences and events (mostly their Global Energy Conference).

Freelance Brand & Web Designer

Ted Pioli Designs | September 2015 - Present

For the past six years I have been taking on select clients looking for brand strategy, identity systems, and websites. I use this business to focus on passion projects and to refine my craft as a designer. Recent clients include: Boston Dynamics, MIT, Ogilvy, the Boston Bruins.

Product Design Apprentice

Altitude Inc | September 2015 - January 2016

As an apprentice at Altitude I was trained on best practices for product design, research tactics, presentation skills, and working with clients. A lot of my time was spent designing for IOT devices, prototypes, and brand identity projects.

Visual Design Apprentice

Stoltze Design | May 2015 - September 2015

At Stoltze I gained insight into the inner workings of running a design studio as well as typographic discipline, & traditional print methods. I contributed to magazines including Architecture Boston, various web projects, branding, & package design.

UX / UI Intern

Pitney Bowes | June 2013 - May 2014

At the technology branch of Pitney Bowes I worked on mobile applications utilizing geolocation data, neighborhood discovery, & complex digital experiences for the U.S. Government.

VOLUNTEER:

Visiting Artist / Reviewer

Massachusetts College of Art and Design | June 2017 - Present

I served as a guest lecturer, portfolio reviewer, and visiting artist at the Massachusetts College of Art and Design. Not all work is volunteer work but as a whole I treated this time as “giving back”, inspiring, and building an appreciation for design in the Boston area.

Youth Design Mentor

The Center for Art & Community Partnerships | September 2013 - June 2014

I helped run the design department at a local non-profit aimed at limiting the unsupervised after-school time of high-risk youth. In addition, I also taught art & substituted for surrounding elementary schools.

EDUCATION:

Massachusetts College of Art and Design

Bachelor of Fine Arts | Graphic Design | Class of 2016

Skills I developed include web design, mobile app development, user testing, research tactics, design thinking processes, traditional typographic discipline, package design, branding, color theory, and information architecture as well as the traditional and digital design processes. Graduated with departmental honors and Distinguished Student Award in 2016.