

RALPH BELFATTI

CREATIVE LEADER | UI/UX DESIGNER | AWARD-WINNING GRAPHIC ARTIST

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Portfolio
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Location:
TAMPA, FL

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SKILLS

Creative Direction
Creative Strategy
Course Development
UI/UX Website Design
Project Management
Branding and Identity
Visual Design
Print Media

TOOLS

Adobe Photoshop CC 2025
Illustrator CC 2025
InDesign CC 2025,
Adobe Dreamweaver CC 2025
Adobe Audition CC 2025
Adobe Captivate 2019
Adobe Experience Manager
Adobe Creative Cloud
Premiere Pro CC 2025
Adobe XD 2025
HTML5, JavaScript, CSS
Camtasia 2024
Articulate Storyline / Rise 360
Microsoft Office 365

EDUCATION

University of South Florida

Bachelor of Arts –
Mass Communications/
Advertising, May 1996

Minor in Fine Art, May 1996

*Emphasis in graphic/computer
design and layout*

PROFESSIONAL SUMMARY

Results-driven Creative Leader | UI/UX Designer | Design Strategist

Nearly 30 years experience with the last 20 spent leading design and digital strategy for global brands including AT&T, American Airlines, Nationwide, PepsiCo, and Oracle. Expert in UI/UX design, visual identity, brand strategy, and design thinking to drive innovation, engagement, and business growth. Skilled at leading cross-functional and global teams, unifying design standards, and refreshing visual identities. Delivered award-winning marketing, training, and digital solutions that align creativity with organizational goals.

PROFESSIONAL EXPERIENCE

Creative Media Designer / Senior Learning Specialist

IBM - Global Sales, IBM Consulting, HCS Learning Development



April 2005 – December 2025

Directed global creative operations and multimedia design for IBM's enterprise accounts including AT&T, ANZ Bank, American Airlines, and IBM Cloud. Managed cross-functional design, UX, and training development teams across the U.S., India, China, Belgium, and Costa Rica. Established global design standards, streamlined production workflows, and improved creative quality across all deliverables.

- Spearheaded design for IBM's Center for Cloud Training, IBM Training, and TechXchange Conference, while shaping global visual identity, promoting B2B, and defining UX.
- Orchestrated creative assets for IBM SaaS offerings—social media, conference visuals, logos, promos, and videos—aligned with IBM brand guidelines and strategy.
- Designed user-centered experiences for IBM.com and TechXchange, creating Figma wireframes, prototypes, and high-fidelity visuals that integrated into a React front-end.
- Drove engagement: 47% increase in logins, 40% YoY growth, 1.15M monthly views, boosting TechXchange attendance 33% above target.
- Led global design for American Airlines, while creating standardized modern templates, and developing a centralized Media Showcase of reusable assets.
- Delivered UI, interactive experiences, and creative concepts for Oracle, Coca-Cola, Marriott, PepsiCo, MetLife, State Farm, Colgate, and Pfizer.
- Produced presentations, marketing materials, videos, and demos for Allstate, FEMA, Yum! Brands, Shell, and FPL, supporting 60% proposal wins and \$64M+ annual cost recovery.
- Managed ANZ Bank creative strategy, designing 20 training templates, branding LMS, launching Media Showcase, and mentoring teams to meet a four-month deadline.
- Oversaw IBM's AT&T account globally, standardizing systems, increasing capacity 15%, and extending the client partnership from 3 to 5 years.
- Extended contracts from 3 to 12 years by fostering design excellence, collaboration, and measurable results.
- Trained, mentored, and coached junior designers on best practices and software tools.
- Utilized A/B testing to optimize platform user engagement with use of Generative AI designs.

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AWARDS

Stevie Bronze Award for TechXchange's global developer engagement and advocacy initiative – 2025

Brandon Hall Gold Award – Best Performance Support – 2024

IELA Gold Award – Best Performance Support – 2023

Learning Elite Silver Award – Best Performance Support – 2023

Received top rating for being IBM Premier Contributor to the organization – 2007, 2008, 2010, 2016, 2017, 2019 & 2021

IBM AIS Services Excellence Award (American Airlines) – 2012

IBM AIS Services Excellence Award (ANZ bank) – 2012

IBM AIS Individual Excellence Award – 2006 (AT&T)

IBM AIS Individual Excellence Award – 2005 (AT&T)

Nominated and completed the AT&T Leading Others program – 2005

Brandon Hall Excellence in eLearning Silver Award – Innovative Technology – 2004

Led 7th ranked eLearning Team in the country – Training magazine – 2004

Brandon Hall Excellence in eLearning Silver Award – Custom content – 2003

Led 10th ranked eLearning Team in the country – Training magazine – 2003

Creative Director & Manager, Information Management

AT&T / AT&T Learning



September 2004 – April 2005

Supervised creative operations, and managed design, programming, and production for training initiatives, ensuring quality, on-time delivery, and brand consistency. Collaborated with business units and vendors to expand capacity and influence and revenue.

- Collaborated with business units and vendors to expand capacity, influence, and revenue.
- Supervised and grew an e-learning team from 13 to 25+ members in 18 months.
- Served as Creative Director and project manager, aligning instructional designers, SMEs, and clients.
- Managed vendors across multiple channels, increasing production capacity while maintaining brand standards.
- Championed an award-winning team recognized nationally by Training Magazine.
- Pioneered instructional technologies, streamlining content delivery and boosting learner engagement.
- Conducted usability A/B testing to optimize platform user experience.

Lead Designer / Team Lead

Sparrow Interactive



July 2000 - September 2004

Oversaw design and development of web-based training, demos, and graphics. Grew team from 2 to 13 members, centralized training initiatives, and ensured high-quality, on-time delivery of e-learning solutions

- Headed design and interactive development for web-based training, tradeshow assets, CD demos, and database-driven applications.
- Promoted to Team Lead/Project Manager, ensuring consistent delivery of high-quality learning solutions.
- Guided collaboration with instructional designers and SMEs to create multimedia learning experiences.
- Centralized AT&T's training initiatives under AT&T Learning, consolidating multiple teams.
- Expanded the team from 2 to 13 members while maintaining quality in a fast-paced environment.
- Presented concepts to stakeholders, securing buy-in for innovative projects.

Lead Graphic Designer

Primex Technologies



May 1997 - July 2000

Engaged in high-volume multimedia design projects, pioneering interactive presentations with video and 3D animation, leveraging advanced design tools to deliver technology-driven solutions.

- Led graphic design for high-volume multimedia projects, including marketing collateral, advertising, corporate literature, 3D modeling, website design, and government proposals.
- Pioneered multimedia presentations integrating video, 3D animation, and interactive content for marketing and tradeshows.
- Utilized tools like Adobe Exchange, Premiere, Photoshop, Director, Sound Edit, and Strata Studio Pro to deliver dynamic, technology-driven solutions.
- Contributed to multi-million-dollar defense contract wins, increasing business visibility.