

Tino Novellino

Creative & Marketing Director, Interactive Design Architect, UI/UX & Graphic Designer, Front-End Web Developer, Bespoke Design & Technical Specialist

For over 20 years Tino has successfully ventured out independently, designing and building a variety of multimedia, websites, and applications for industries such as beauty, publishing, recording, telecom, medical, high technology, travel, software, public relations, social media, venture capital, startups, and more. In late 2007, Tino worked as Creative Director with Ribbit Inc. designing fresh corporate identities, apps, websites, marketing design, and products that directly led to a successful acquisition by British Telecom in 2009. In early 2010 Tino rebranded BroadVision's (broadvision.com) flagship enterprise social media app, Clearvale (clearvale.com), as well as successfully creating and deploying complete redesigns and front-end integrations of the apps and corporate web properties. From 2009-2015 Tino worked tirelessly as the Creative Director for Net Power & Light, designing everything from the original brand, mobile applications, to websites, marketing materials, and was integral in all facets of the company. In 2015 Tino became the Creative Director for Wickr Inc., where he went on to completely overhaul the UI and UX as part of a global relaunch and at the same time, leading a team to design and develop brand new collaborative experiences on the Web based using breakthrough streaming media and writing cutting-edge front-end code for the Web. During the period from 2017 to 2021, Tino aimed to transform all facets of design and marketing for startup companies such as Hatch Networks and Kencor Health.

When Tino isn't designing or coding he is a talented musician - a master of drums and percussion instruments, an improviser and composer of many genres and styles, and a pianist, guitarist, and multi-instrumentalist.

Experience

HEALTHCARE

Director of Design & Marketing, Kencor Health, Inc. – Palo Alto, CA 2019 - 2021

As the Director of Design & Marketing, I single-handedly crafted the complete marketing strategy and corporate mission for Kencor, created and launched 2 new websites from scratch (writing all copy, designing and hand-coding), overseeing all UI and UX, setting the stage for new revenue and investments, new customers, and real growth for a once small and unknown Healthcare startup.

SOCIAL / SECURE COMMUNICATIONS

Creative Director at Wickr Inc. – San Francisco, CA 2015 - 2017

As Creative Director at Wickr, Tino worked with executive and engineering teams in New Jersey, Chicago, and San Francisco to overhaul nearly every aspect of the company's products, including redesigning mobile & desktop apps, websites, and helping to enhance and elevate User Experience across all media. In addition, Tino led a team of designers and engineers to create and develop new products.

STREAMING / TECH

Creative Director at Net Power & Light, Inc. – San Francisco, CA 2009 - 2015

Tino helped start Net Power & Light from day one, helping the founders and investors name the company, conceptualizing and creating the original corporate ID, as well as designing the initial apps and websites. Tino continued on from 2010 to 2012 as a contractor, working with the growing team on designing the consumer apps, designing and developing further iterations of the websites, and leading the overall creative properties.

In 2012, Tino was formally hired as Creative Director and continued leading the creative team

Contact

tino@splinteractive.com

(415) 272-1872

Portfolio

splinteractive.com

Address

7540 Sterling Dr.
Oakland, CA 94605

Social Media

LinkedIn: [linkedin.com/in/tinonovellino](https://www.linkedin.com/in/tinonovellino)

Facebook: None

Twitter: None

Skills Overview

UI Design and User Experience: Digital Products and Services

★★★★★

Front-end Web Designer and Developer

★★★★★

Creative Corporate and Marketing Strategies

★★★★★

Branding and Corporate Identity

★★★★★

Technical and Creative Copywriting

★★★★☆

to work towards a wide public launch of the flagship app called "Spin".

TELECOM / TECH

Creative Director at Ribbit, Inc. – Mountain View, CA

2007 - 2009

Joining during the early stages of the company, Tino became not only the Creative Director, but the sole product designer, web designer and developer, and chief creative design and brand strategist for Ribbit until their acquisition in 2009. Tino was the impetus and creator of the very first marketing campaign for Ribbit, setting in motion an extremely successful product line, marketing and design portfolio for Ribbit, leading to an attractive model for British Telecom to use.

Owner, Creative Director at splinteractive llc. – Bay Area, CA

1998 - Present

From business and creative consulting, corporate branding, website design and development to mobile and desktop app UI/UX design and strategy, Tino has worked both independently and with other creatives and innovators to help clients from all over the world successfully create and launch products and services.

Education

University of California Los Angeles

Bachelor of Arts in Music, 1993 - 1997

- Specialties in Percussion Performance and Orchestral Composition
- Recipient of the Stanley Wilson Memorial Scholarship Award - Composer of the Year, 1997

Skills & Abilities

- User Interface / User Experience expert
- Front-end Web Designer & Developer, specializing in all aspects of design, architecture, interaction, and user experience. All work focuses on simple, robust, dynamic, and responsive products for all platforms and devices.
- Creative strategy, specializing in digital products and services
- Branding and Corporate Identity
- Technical and creative copywriting
- Multimedia and marketing consulting
- Ability to type 180+ words / minute
- 20+ years experience and expert knowledge in the following software packages:
 - Adobe Creative Suite: Photoshop, InDesign, Illustrator, Adobe Acrobat Pro - for Mac, any version
 - Microsoft Word, Excel, and PowerPoint - for both Mac and Windows
 - Final Cut Pro X, Logic X, Xcode, Coda (and more) - for Mac
- Ability to hand-code, creating websites and applications, from scratch, in the following programming languages:
 - HTML 4 & 5, CSS (CSS2.1, CSS3 advanced, SASS, LESS), JavaScript, all related codebases
 - Ability to edit and work with PHP, Perl, Python, and Objective-C
- Ability to create and maintain databases in a number of formats including MySQL and similar
- Exceptional grammar, spelling, and writing abilities
- Extensive experience (25 years), mastery, and expertise on Mac OS, iOS, and all technologies related to Apple

Personal Qualities

- Takes pride in the ability to work independently and as part of a team
- Able to make quick, sound decisions on matters of business or strategy
- Superior communication and interpersonal skills, using both tact, discretion, and respect when speaking to anyone
- Talent for learning and adapting to any situation quickly, specifically involving multiple complex tasks, components, and information
- As an accomplished UI Designer, Tino has the ability to organize anything - dates, people, events, projects, etc.
- Attentive listener, retaining information, with a special ability for empathy and understanding

- Scrupulous and devoted work ethic, paying special attention to detail, process, and applicable timelines
- Punctual and prepared for all meetings, appointments, and deadlines
- Reliable, trustworthy, responsive, and flexible as it applies to work schedules
- In excellent physical and mental shape

Community Involvement

GLIDE, 2019

GLIDE is a nationally recognized center for social justice, dedicated to fighting systemic injustices, creating pathways out of poverty and crisis, and transforming lives. Through their integrated comprehensive services, advocacy initiatives, and inclusive community, GLIDE empowers individuals, families and children to achieve stability and thrive.

At GLIDE, Tino assisted in making, preparing, and serving meals as a volunteer; investing hundreds of hours actively helping those in need in the community.

Professional & Personal References

- **Nick Surin** - VP of Streaming Technology at ScreenMeet - (415) 699-4378
- **Dan Seyer** - CMO at Edgile Inc. - (415) 254-3442
- **Charlie Constantini** - Design Consultant at Tailored Living - (408) 621-7862
- **Jennifer Tyson** - SVP of Marketing & Customer Experience at HappyCo - (415) 533-6057
- **Thomas Engdahl** - President and CEO at Vidillion Inc. - (408) 313-4000
- **Ryan Kyle** - Director of Finance at Rudy's Barbershop - (206) 755-5796

Portfolio & Work

For a brief portfolio of the most recent projects (2010 and later) click the link below. Due to the nature of the large format samples, this is best viewed on a computer. Full client and project list available upon request.

splinteractive.com/portfolio