

Michael DiPasquale

Graphic Designer and Website Developer

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Professional Summary

Creative and detail-oriented graphic and multimedia designer with 20+ years of experience delivering high-impact visual solutions across print, broadcast, and digital platforms. Proven ability to lead branding initiatives, develop responsive websites, and produce compelling multimedia content that supports marketing, fundraising, and audience engagement goals.

Core Skills

Design & Branding

Graphic Design, Typography, Page Layout, Color Theory, Brand Identity, Audience Engagement

Digital & Motion

Illustration, Photo Editing, Social Media Graphics, Animation, Video Editing

Web Development

HTML, CSS, JavaScript, PHP, WordPress, Responsive Design, CMS Management

Tools & Software

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro

Professional Experience

Graphic Design Specialist at WPSU TV/FM

Penn State University, University Park, PA

February 2003 – Present

Lead graphic designer for a wide range of marketing, broadcast, and digital initiatives supporting television, radio, and online platforms for WPSU and WPSU Creative Services clients. Lead website developer and web content manager for wpsu.org.

Key Contributions & Responsibilities

- Lead design and execution of integrated marketing materials including print, digital, broadcast graphics, and social media assets, supporting audience growth and fundraising efforts
- Collaborate with marketing and production teams to create cohesive campaign materials for programming, events, and membership drives
- Design branding packages for television shows and digital media initiatives
- Create illustrations and animated graphics for educational video spots
- Manage website design, content, and accessibility for WPSU.org, ensuring a user-friendly and responsive digital experience, and WCAG compliance

- Design and produce a monthly television program guide distributed to regional audiences
- Develop branded promotional materials and digital mockups for membership campaigns and donor incentives
- Maintain brand consistency across WPSU and partner organizations including PBS, NPR, and Penn State
- Provide graphic design and web development support to various departments across Penn State under WPSU's Creative Services umbrella

Selected Projects & Achievements

- Led end-to-end design and development of a responsive website for WPSU, improving usability, accessibility, and mobile experience
- Created the overall brand direction as well as all signage and promotional materials for WPSU's Annual Connoiser's Dinner and Auction from 2015-2025
- Contributed instructional illustrations and animations for Science-U, a series of educational STEM videos aimed at grade school and middle school students
- Collaborated with video production teams and Penn State Athletics to create broadcast graphics and advertisements for football and basketball programming and promotional materials
- Designed and contributed to multiple Penn State websites including the College of Nursing, NERCRD, CAL, and ICDS

Freelance Experience

State College Area, 2010-Present

Provide design services for local businesses, delivering targeted marketing and promotional materials.

Clients Include

- Northland Bowl & Arena Bar & Grill
- Prospector's Mount Nittany Rib Company

Key Work

- Design promotional materials including posters, flyers, print ads, and mailers to support events and marketing campaigns
- Create digital signage and graphics to enhance in-store marketing and customer experience

Education

Bachelor of Arts in Integrative Arts, Penn State University