

IAN SCOTT RANSLEY

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Professional Summary

Experienced Art Director/Senior Graphic Designer with a meticulous eye for detail and a rich fifteen+ year background across agency, corporate, and start-up environments. Proficiently navigates diverse mediums, encompassing digital and print design, typography, branding, and multimedia. Up-to-date with the latest trends in design. Innate attention to detail and genuine discipline to do what's best for the clients.

Areas of Expertise

Adobe Illustrator	Adobe Photoshop	Adobe InDesign	Microsoft Powerpoint	Microsoft Word	Adobe Premiere Pro
Google Docs/Cloud	Creative Marketing	Branding & Typography	Tradeshaw & Event Design	Figma (Beginner)	HotDoor CADtools

Career Highlights

- Designed NFL Super Bowl event branding in various locations including New Orleans, San Diego, and Miami. which encompassed stadium, civic, team hotels, and media center branding.
- Contributed expertise to design teams in contracted roles with multiple marketing agencies. Collaborated on projects for renowned companies such as Facebook, Google, Indeed, and Salesforce.
- Served as an In-House Graphic Designer at Chevron, producing technical drawings, newsletters, posters, a and Powerpoint slides. Simultaneously maintaining internal server operations.
- Craft permanent and temporary signage, menus, and social media ads independently for the Pyramid Hotel Group and Doubletree Berkeley Marina Hotel.

Professional Experience

Multiple Contracts | George P. Johnson Experiential Marketing | GMR Marketing Contract Art Director | March 2020 – March 2024

- Produce high-quality marketing graphics for restaurants, trade shows, and colleges while working as a contract designer for Google Next 24, Elebrand lfg, revamping brand visibility and recognition.
- Craft permanent and temporary signage, menus, and social media ads independently for the Pyramid Hotel Group and Doubletree Berkeley Marina Hotel
- Solutions-focused and positive during times of urgency Laser-sharp attention to detail

George P. Johnson Experiential Marketing (Contract) | San Francisco, CA Experiential Graphics Art Director | March 2022 - November 2022 & March 2023 – March 2024

- Worked with the creative team for an Indeed event in NYC event creating esthetically stunning graphics for the interactive activations and trade-show booths
- Created production drawings for multiple print vendors working with internal producers and print matrix
- Successfully art directed aspects of the 2023 Snowflake Cloud event in several Las Vegas properties

MKTG Marketing Agency | San Francisco, CA
Senior Graphic Designer | October 2019 - November 2020

- Delivered exceptional service to clients and agencies to facilitate the success of Facebook's GMS18 & 20 events designing for both large-format printing and digital presentations.
- Built optically appealing 8-bit background RGB graphics for Ally Bank's online racing game
- Created branding and style guide for several HOKA running shoes sponsored events around the world
- Formulated eye-catching 2D headers/banners and graphics for Air Force's (AMO) Advanced Manufacturing Olympics, a 5-day, online event for military contractors.

Sparks | San Francisco, CA
Senior Graphic Designer | October 2018 - May 2019

- Collaborated with internal groups from Salesforce and Google to develop branded media and tradeshow booths, working directly with multiple print vendors and project managers
- Adhered to brand identity standards and guidelines creating a cohesive design system for print and digital projects using RGB and CMYK color systems and theories

BOX | Redwood, CA
Senior Graphic Designer | June 2017 - October 2018

- Cooperated with internal and external groups using excellent communication skills to provide proficient event and graphic design services while delivering structured project direction
- Directed design of environmental and social media ads for both BoxWorks17 & 18 events, creating a very-well perceived events at San Francisco's Moscone Center
- Created digital presentation graphics for several event speakers

MKTG Marketing Agency | San Francisco, CA
Senior Graphic Designer | November 2017 - March 2018

- Led 2+ designers, project managers, and print vendors to give unified output, raising project success
- Created template guidelines to enable efficient naming, filing systems and effective server management
- Managed large-scale prints, color correction and photo resolutions, increasing production efficiencies

Jack Morton Worldwide | San Francisco, CA
Graphic Designer | March 2017 - June 2017

- Oversaw all operations related to visual and graphic design for the Multiple Google projects and DockerCon17 conference, maintaining a consistent look and feel for all projects
- Drafted video, web, wall graphics, and marketing collateral for top clients, elevating client relations

Moss Sports | Berkeley, CA
Art Director/Senior Graphic Designer | September 2008 - March 2017

- Crafted branded environmental graphics for special events, installations, and light boxes, boosting customer engagement by 70%.
- Collaborated with Pittsburgh Steelers' Creative Director for complete digital and print stadium branding
- Designed (4) NFL Superbowl experiences, from initial site visits to installations, showcasing my mastery in creating monumental events

Education/Certifications

Bachelor of Science in Design, University of California, Davis
Certificate in Marketing, University of California, Berkeley Extension