
Ian Ransley

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ART DIRECTOR • SENIOR GRAPHIC DESIGNER • EVENT/ENVIRONMENTAL GRAPHIC DESIGNER

Profile: Creative artist with an impressive industry background coped with the vision and professional capacity to breathe a new life into any event, project, or business. Help clients achieve their design goals and build success.

- Talented designer ready to offer creative direction, input and advice, covering all aspects of each project.
 - Process-driven individual able to connect with clients, understand their needs and surpass expectations.
 - Focused, detail-oriented specialist well versed with the latest digital technologies and tools.
 - Recognized for recurrent success among clients, completing projects within budgets and schedules.
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Core Skills and Competences

- Digital and Print Graphics
 - Event Design
 - Large-Scale Printing
 - Icon Design / Logo Design
 - Illustration & Design
 - Marketing & Branding
 - Project Management
 - Relationship Building
 - Creative Visual Solutions
 - Visual Presentation
 - Photography
 - Loyalty & Work Ethic
 - **Computer Skills / Technologies:** Illustrator, Photoshop, InDesign, Bridge, CADtools, Sketch, Basecamp, MS Office Suite (PowerPoint, Word), SketchUp (basics), HTML (basics)
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Career Synopsis - Selected Accomplishments

- Designed **Salesforce** and **Google** Tradeshow booths for many of shows including **GoogleNext & Google IO**. Designed **Facebook** event **GMS18** in cooperation with MKTG Marketing Agency (2017-2018)
 - Provided full spectrum of design services for **BoxWorks17 & 18 event** (2017-2018)
 - Led design efforts in numerous high-profile sport events for **NFL Super Bowl** (XXXVI, XXXVII, XXXVIII, XLIV)
 - Successfully designed for **Bridgestone NHL Winter Classic** (2011, 2012, 2014, 2015, 2016, 2017)
 - Worked as a Stadium Designer for **Pittsburgh Steelers & Denver Broncos** (2013, 2015, 2016)
 - Completed multiple projects with **Flying Colors/Moss Sport**, working on **CISCO GSX Conference**, etc.
 - Won **Zachary's Pizza** poster contest, being featured at the company's website. Landed more projects with the company (logo design, digital graphics, print ads). Recognized by the local media:
<http://www.berkeleyside.com/2013/03/13/zacharys-taps-local-talent-for-30th-anniversary>
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Professional Experience

SPARKS Agency, San Francisco, CA - *Senior Graphic Designer / Event Designer* (Oct. 2018-June 2019)

Collaborated with various internal/external groups on providing proficient event and graphic design services, including Google Next, Salesforce LedIt, Salesforce ShopTalk and Salesforce HIMSS.

- Created scaled drawings as well as filing systems and naming conventions, helping the event run smoothly.

MKTG Marketing Agency, San Francisco, CA - *Senior Graphic Designer* (Nov 2017-Mar 2018)

Managed designers, project makers and print vendors, effectively directing an internal cross-functional team to full project completion. Significantly contributed to all event graphics, creating a template that included naming and filing systems as well as server management. Managed color and photos for large-scale prints, engaging in their prompt and accurate production and installation. Developed documents and guides for installation crews.

- Fulfilled a key role in the event's success (GMS18), ensuring high client/agency satisfaction.
- Closely cooperated with a Facebook team, Jack Morton Worldwide and an internal MKTG team on creating a design look and all scaled drawings for approvals and printing.

BOX, Redwood City, CA - *Senior Graphic Designer* (Jun 2017-Oct 2017 & April 2018-Sept 2018)

- Provided superior creative services, delivered excellent results and earned recognition among clients.
- Managed all design & environmental aspects of BoxWorks17 & 18 events, contributing to its success.

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Professional Experience - Continuing

JACK MORTON WORLDWIDE, San Francisco, CA - *Contract Graphic Designer* (Mar 2017-Jun 2017)

Successfully managed all operations related to visual and graphic design for the DockerCon17 conference, jointly with producers, designers, and project managers.

- Created scaled templates, print-ready production files, booth & theater designs and illustrated backdrops.
- Designed video and web graphics, wall graphics and marketing collateral for top client.

MOSS SPORTS, Berkeley, CA - *Senior Graphic Designer* (Sep 2015-Mar 2017)

Created designs for branded environmental graphics (special events and installations/light boxes).

- Produced large-scale drawings based on building/stadium specifications.

GEORGE P. JOHNSON EXPERIENCE MARKETING, San Francisco, CA - *Art Director* (Mar 2015-Sep 2015)

Directed all art and design activities for CISCO GSX Conference, developing and implementing digital graphics and environmental materials across 6 casinos in Las Vegas, NV.

MOSS SPORTS (FLYING COLORS), Berkeley, CA - *Associate Art Director* (May 2008-Mar 2015)

Fulfilled a broad spectrum of responsibilities, from graphic designs and building-scaled drawings to branding and logo design.

- Visited sites for color testing, environmental branding, large-scale signage, and texture design.
- Produced large-scale drawings based on building/stadium specifications.
- Extensively engaged in website presentations, illustration, and pre-press setup.
- Managed hundreds of print files with third-party vendors.

PRIOR WORK HISTORY:

CHEVRON, San Ramon, CA - *In-House Senior Graphic Designer* (Sep 2005-May 2008)

FLYING COLORS, Oakland, CA - *Associate Art Director* (Aug 2001-Sep 2005)

DIGISCENTS, Oakland, CA - *Art Director* (Apr 2000-Jul 2001)

CHEVRON, Richmond, CA - *In-House Senior Graphic Designer* (Jan 1989-Mar 2000)

Freelance Design Projects/Clients:

- DOUBLETREE BERKELEY & BIRMINGHAM HOTELS - design web & print marketing materials
- ZACHARY'S CHICAGO PIZZA - print ads, logos & t-shirt design
- RED HAT, HEWLETT-PACKARD & JUNIPER - PowerPoint deck designs

Education

UNIVERSITY OF CALIFORNIA, DAVIS - Bachelor of Science in Design

Professional Training / Certification

UNIVERSITY OF CALIFORNIA, Berkeley Extension - Certificate in Marketing (2-year program)
SAN FRANCISCO STATE MULTIMEDIA CENTER - Completed Training Course

Professional Membership

AIGA - American Institute of Graphic Arts