



735 Pomona Ave • Albany, CA 94706 • 510-393-7278 • ianransley@comcast.net • www.sanfrancisco-creative.com

ART DIRECTOR • SENIOR GRAPHIC DESIGNER • DIGITAL DESIGNER

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

- Since March 2021, worked on multiple independent web, logo and branding projects.
 - 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 & Print Graphics
 - Social Media Design
 - Large-Scale Printing
 - Icon Design / Logo Design
 - Illustration & Design
 - Marketing & Branding
 - Project Management
 - Recently Picked-Up Figma
 - Creative Visual Solutions
 - Visual Presentation
 - Photography
 - Loyalty & Work Ethic
- **Computer Skills:** Adobe Illustrator, Photoshop, InDesign, CADtools, Basecamp, MS Office Suite, G-Suite
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Professional Experience

Remote Contract Art Director/Senior Graphic Designer

(Mar 2020-Present)

Successfully managed & designed on-going projects for a number of clients.

- ✓ George P. Johnson, San Francisco, CA; Designer for Indeed.com NYC event.
- ✓ Elebrand, lfg, Los Angeles, CA; contract environmental designs for restaurants and colleges.
- ✓ Pyramid Hotel Group, Berkeley, CA; designed, managed signage, menus & collateral for the hotel & rooftop lounge..
- ✓ Bernard Ranch, Riverside, CA; designed new branding including logo, swag and website.
- ✓ F5, Seattle, WA; designed logos, Zoom backgrounds, and miscellaneous projects for internal groups.
- ✓ Highway 80/F Street Dispensaries, Davis, CA; designed campaigns, billboards, print & social media.

MKTG Marketing Agency, San Francisco, CA - Senior Graphic Designer (Oct 2019-Nov2020) (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 & 20), ensuring high client/agency satisfaction.
- ✓ Illustrated 8-bit backgrounds for Ally Bank online racing game.
- ✓ Created digital and environmental concepts/designs for HOKA running shoes events (postponed in 2020).
- ✓ Developed 2D headers/banners and digital graphics for the Air Force's Advanced Manufacturing Olympics.

Sparks, San Francisco, CA - Senior Graphic Designer

(Oct 2018-May 2019)

Worked with internal groups from Salesforce & Google on multiple branded media & physical tradeshow booths

- ✓ Established relationships with both internal design, marketing & branding departments.

BOX, Redwood City, CA - Senior Graphic Designer

(Apr 2018-Oct 2018) (Jun 2017-Oct 2017)

As a contractor of the Creative Group, collaborated with various internal/external groups on providing proficient event and graphic design services, also delivering structured project direction.

- ✓ Created scaled drawings as well as filing systems and naming conventions.
- ✓ Worked on both BoxWorks17 & 18 events designing 2D digital and environmental designs.



Professional Experience - Continuing

JACK MORTON WORLDWIDE, San Francisco, CA - *Graphic Designer* (Mar 2017-Jun 2017) (May 2019-Aug 2019)

Successfully managed all operations related to visual and graphic design for the Multiple Google projects and 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 for the NFL and NHL.

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 events include multiple NFL Super Bowls.
- ✓ Extensively engaged in website presentations, illustration, and pre-press setup.
- ✓ Managed hundreds of print files with third-party vendors.

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/Conferences

AIGA - American Institute of Graphic Arts
Adobe Max 21, 20, 19 & 18

Career Synopsis - Selected Accomplishments

- Recent Projects include Indeed's **FutureWorld**, **Facebook GMS**, **HOKA Running Events**, **ALLY Bank 8-bit racing Game** illustrations & **Advanced Manufacturing Olympics AMO** (Air Force Online event).
- Provided full spectrum of design services for **BoxWorks17 & 18 San Francisco events**.
- Led design efforts in numerous high-profile sport events for **NFL SuperBowl (XXXVI, XXXVII, XXXVIII, XLIV)**.
- Successfully designed for **Bridgestone NHL Winter Classic** (2011, 2012, 2014, 2015, 2016, 2017).
- Won numerous internal awards for outstanding design and teamwork as an in-house **Chevron** designer.