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ART DIRECTOR • SENIOR GRAPHIC DESIGNER • DIGITAL DESIGNER

Profile: Creative designer/artist with an impressive industry background 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.

- 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.

Core Skills and Competences

- Digital and Print Graphics
 - Social Media 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:** Adobe Illustrator, Photoshop, InDesign, CADtools, Basecamp, MS Office Suite, G-Suite

Professional Experience

IAN RANSLEY DESIGN, Albany, CA - *Remote Contract Art Director/Senior Graphic Designer* (Mar 2020-Present)

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

- ✓ 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.
- ✓ 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 **Facebook GMS20**, **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.