

# IAN SCOTT RANSLEY

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## Professional Summary

**Creative Art Director/Senior Graphic Designer** with 15+ years in corporations, boutique design firms, and ad agencies. Expert in digital and print design, branding, illustration, typography, and multimedia. Strong attention to detail and up-to-date with design trends. Skilled in color correction, image editing, and pre-press production. Proven ability to manage projects and collaborate with vendors. Known for adaptability, originality, and teamwork. Experience includes roles with Chevron and various boutique agencies.

## Areas of Expertise

Adobe Illustrator	Adobe Photoshop	Adobe InDesign	Microsoft Powerpoint	Microsoft Word	Adobe Priemere 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, encompassing 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, and Powerpoint slides while simultaneously maintaining internal server operations.

## Professional Experience

**Multiple Contracts | Innovative Marketing Solutions | George P. Johnson Experiential Marketing | GMR Marketing | Freeman Co.**

**Contract Art Director/Senior Graphic Designer | March 2020 – Currently**

- Produced 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.
- Currently working as Art Director for Freeman Co. with the Creative team on a Stripe Sessions event at Moscone Center coordinating digital, print and large-format graphics.
- Use existing brand guidelines to create optimized, accurate, final web-ready and/or print-ready files.

**Innovative Marketing Solutions (Contract) | Chicago, IL**  
**Contract Senior Graphic Designer | July 2024 – September 2024**

- Designed and illustrated graphics for Samsung pop-up retail stores. .
- Met all client and production deadlines working efficiently creating presentation, production and installation documents for clients, internal and external installation crews.

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

- Worked with the creative team for an Indeed event in NYC, creating esthetically stunning graphics for interactive activations and trade-show booths.
- 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.

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

- Collaborated closely with internal teams at Salesforce and Google to conceptualize and execute branded media and tradeshow booths, ensuring alignment with client objectives and brand guidelines.
- Worked directly with multiple print vendors and project managers to oversee the production process, maintaining quality control and meeting project deadlines.
- Implemented brand identity standards and guidelines to create a cohesive design system for both print and digital projects, employing RGB and CMYK color systems and theories to achieve consistent visual representations.

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

- Collaborated effectively with internal and external stakeholders, leveraging strong communication skills to deliver proficient event and graphic design services while providing clear project direction.
- Directed the design of environmental and social media ads for BoxWorks17 & 18 events, resulting in highly successful and well-received events at San Francisco's Moscone Center.
- Oversee third-party digital, print, and production agencies.

**Education/Certifications**

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