

Ian Ransley

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Detail-oriented Senior Graphic Designer with 14+ years of experience designing engaging and creative graphics to represent the company's brand visually. Excel in all aspects of graphic design, from planning illustrations or infographics to managing marketing materials. Possesses clear and concise communication ability, excellent time management skills, and a constant flow of creative ideas.

Professional Experience

Multiple Contracts | Los Angeles, Berkeley, Riverside, Davis, CA

Contract Art Director | March 2020 - Current

- Produce high-quality graphics for restaurants, trade shows, and colleges while working as a contract designer for Elebrand lfg, revamping brand visibility and recognition by 80%
- Craft permanent and temporary signage, menus, and social media ads independently for Pyramid Hotel Group and Doubletree Berkeley Marina, improving revenue growth by 50%
- Develop new branding strategy for Bernard Ranch, comprising unique logo, branded swag, and an optimized website to revamp brand awareness, amplifying sales by 40%
- Design campaigns, billboards, print, and social media ads for Highway 80/F Street Dispensaries with high creativity to expanding customer traffic, elevating revenue growth by 25%

George P. Johnson Experiential Marketing (Contract) | San Francisco, CA

Experiential Graphics Art Director | March 2022 - November 2022 & March 2023 – June 2023

- Amplified brand awareness and engagement by 25% for Indeed at NYC event through the creation of esthetically stunning and interactive activations and booths
- Created visually compelling graphics and layouts following given requirements, effectively communicating complex ideas in an easy way
- Analyzed project objectives, target audience, and brand guidelines to determine specific design requirements, improving customer retention rate by 60%

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 the event (GMS18 & 20), ensuring client/agency satisfaction rating of above 90%
- Built optically appealing 8-bit graphics for Ally Bank's online racing game
- Initiated brand requirements and target audience preferences to form digital and environmental concepts, revamping HOKA running shoes success rate events by 98%
- Formulated eye-catching 2D headers/banners and digital graphics to convey Air Force's branding for Advanced Manufacturing Olympics, showcasing commitment to innovation and technology

Sparks | San Francisco, CA

Senior Graphic Designer | October 2018 - May 2019

- Collaborated with internal groups from Salesforce and Google to develop branded media and physical tradeshow booths, fostering positive relationships by 90%
- Assisted the team with daily production requests, including image selection, boosting efficiency by 90%
- Adhered to brand identity standards and guidelines to inform evolution and extension of the visual identity, augmenting competitive advantage by 85%

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, heightening good brand perception by more than 70%

- Established innovative event activations, including photo booths and interactive displays, generating social media buzz by more than 80%

MKTG Marketing Agency | San Francisco, CA

Senior Graphic Designer | November 2017 - March 2018

- Led 2+ designers, project makers, and print vendors to give unified output, raising project success
- Made template guidelines to enable efficient naming, filing systems and effective server management
- Managed large-scale prints, color correction and photo resolutions, increasing prompt production by 60%
- Developed system documents and guides with high accuracy, raising installation efficiency by 25%

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
- Improved production efficiency by 40% through creation of high-quality scaled templates, print-ready production files, booth and theater designs, and illustration of backdrops
- Drafted video, web and wall graphics, and marketing collateral for top clients, elevating client relations

Moss Sports | Berkeley, CA

Senior Graphic Designer | September 2008 - March 2017

- Generated designs for branded environmental graphics, including special events, installations, and light boxes, enhanced customer experience by 70%
- Observed building/stadium specifications, producing large-scale drawings for NFL and NHL
- Formed website presentations, illustrations, and pre-press setups, heightening online traffic by 30%

Core Competencies

Digital and Print Graphics, Illustration and Design, YouTube Thumbnail Design, Social Media Ad Design, Marketing and Branding, Large-Format Printing, Vendor/Project Management, Logo and Icon Design, Tradeshow and Event Design, Video editing, File and Server Management

Technical Skills

Adobe Illustrator, Premiere Rush and Pro, Photoshop, InDesign, Keynote, CADtools, Basecamp, Microsoft Office (Word and Powerpoint), Google Slides, Google Docs, Slack

Education/Certifications

Bachelor of Science in Design, University of California, Davis

Certificate in Marketing, University of California, Berkeley Extension

Completed Training Course, San Francisco State Multimedia Center

Articles

<https://www.berkeleyside.org/2013/03/13/zacharys-taps-local-talent-for-30th-anniversary>

Instagram Art

<https://www.instagram.com/ransleycreativdesign/>