

RANDY

Graphic Design



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Programs and other skills

- Art direction of internal and external designers and other creatives to achieve on time completion of large projects.
- Experience with Adobe Creative Suite. Expert level with Illustrator and InDesign and advanced level with Photoshop and Acrobat.
- Also experienced with Dreamweaver, Flash, Quark XPress, the legacy programs Freehand and GoLive and to an advanced level with Microsoft Office.
- Accomplished in other media, including illustration, sketching, story boarding and painting.

Education

Parsons: The New School
2011
Web Design

Certificate

Pratt Institute
1998 – 1999
Communications/Design

Masters of Science (1 year)

UCLA
1993
Art History

Bachelor of Arts

Experience

Clean Sheet Design

Brooklyn, 1993 – present

Small design shop with a concentration on non-profit, small business and artistic and social organization clients. Focuses on working with clients to create meaningful and interesting brand identities to reach their target audience and stakeholders.

- Specializing in brand and identity development.
- Creation of marketing and communication collateral. Including, but not limited to, business cards, brochures.
- Design of interactive and electronic collateral, including web site, email and presentation communication channels.
- Key art and wearable designs, including posters, programs, tshirts and uniforms.
- Development of templates in Office to ease the creation of client generated pieces.

Sizmek

New York, 10/2013 – present

Internal agency working as art director and designer for leading global ad tech company.

- Expansion and dissemination of the new corporate identity.
- Concept and layout of designs exploring the parameters of new corporate identity, and establishment of branding guidelines, including color formatting.
- Ensure that the creation of collateral by outside vendors adhered to brand identity, and that the identity was successfully leveraged to convey company messaging.

Contract Freelance

New York, 1/2010 – 10/2013

Medium and short term freelance work with various design and ad agencies.

- Entire gamut of graphic design projects, from concept, production and reformatting of designs. Print and electronic mediums, and the conversion of designs between the two.

Ernst & Young

Americas Communication and Marketing group

New York, 5/2007 – 12/2009

Ernst & Young Global, London, 4/1994 – 5/2007

Internal agency supporting the firm globally and nationally.

- Concept and layout design for external and internal communications across print, electronic and interactive.
- Original concept design for meetings, campaigns and single items pieces for external and internal audiences.
- Art direction of team creating multiple channel collateral for internal and external meetings.
- On site graphics support for international meetings and creation of business graphics based on meeting ideas.
- Photo retouching, including editing of images for content and color correction.
- Creation of mechanicals for ads.
- Production work, including prepress, file packaging and liaising with external print vendors.
- Flash based marketing pieces for sales teams.
- High end presentation design for the global C-suite executives of the company.