
Ian Ransley

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ART DIRECTOR • SENIOR GRAPHIC DESIGNER • DIGITAL DESIGNER

Profile: Creative artist with an impressive industry background coped 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.

- 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 / Technologies:** Illustrator, Photoshop, InDesign, CADtools, Sketch, Basecamp, MS Office Suite, G-Suite, HTML (basics)

Career Synopsis - Selected Accomplishments

- 2020 Projects include **Facebook GMS20, HOKA Running Events, ALLY Bank 8-bit Racing Game & Advanced Manufacturing Olympics** (Air Force Online event).
- Provided full spectrum of design services for **BoxWorks17 & 18 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.

Professional Experience

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.

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.
- ✓ Worked with multiple print/project management teams insuring successful events and deliverables.

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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.

Freelance Design Projects/Clients:

- DOUBLETREE BERKELEY & BIRMINGHAM HOTELS, SHERATON SF - design web & print marketing materials.
- ZACHARY'S CHICAGO PIZZA - print ads, logos & t-shirt design.
- RED HAT, HEWLETT-PACKARD & JUNIPER - PowerPoint deck designs.
- In-House Senior Designer at Chevron Corporation for a number of years.

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

AIGA - American Institute of Graphic Arts

Instagram

www.instagram.com/ransleycreativdesign