



{*sean ransom smith*}

Art Director & Graphic Designer

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summary

Passionate and dedicated designer with over ten years of experience. Exceptional ability to communicate and collaborate with a variety of personalities. Natural leader with capacity to take direction. Superior manager with strong aptitude for learning and teaching.

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education

Noble Desktop

Certification, 2015

UX Fundamentals & Research Methods.

Certification, 2010

Continuing education in Dreamweaver, advanced Dreamweaver and Fireworks.

The University of Michigan

BFA, Cum Laude

Concentration in Graphic Design.

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relevant software

Mac OS X El Capitan

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Fireworks
- Adobe Dreamweaver
- Adobe Acrobat Pro
- Adobe Bridge
- Adobe Digital Publishing Suite
- Sketch 3
- Final Cut X
- WordPress
- HTML and CSS
- Keynote
- PowerPoint

employment

Senior Designer – Print & Digital

Brixmor Property Group (New York, NY)

2014–Present

Charged with designing and producing a wide range of corporate sales materials in print & digital media for the nation's largest wholly owned portfolio of grocery-anchored community and neighborhood shopping centers. Set the creative direction for company marketing materials including leasing brochures, site plans, property signage, PowerPoint presentations, print ads, social media channels, videos, tradeshow booth graphics, web pages, team sheet flyers and annual reports. Researched and revamped the entire e-newsletter leasing campaign while ensuring brand consistency on all mediums. Schedule and oversee the property photography for over 500 properties.

Freelance Designer

Marena Studios (New York, NY)

2012–2014

Integral team member responsible for designing collateral materials to facilitate the merger of Watson Pharmaceuticals with Actavis, Inc. Including all brochures, posters, employee handbooks, newsletters, ads, maps, logos, PowerPoint decks, online accessible forms and eBooks. Team leader implementing all designed materials into (and up to) 20 different languages for all Actavis offices worldwide.

Freelance Designer

Loews Hotels (New York, NY)

2011–2012

Projects: Children's menu designs for Santa Monica and the Vanderbilt resort in Nashville. Redesigned the legendary New York Loews Regency breakfast menu. Designed multiple logos for various internal uses. Created various ads for web and print media complete with photoshop retouching.

Senior Designer

Sun & Moon Marketing Communications (New York, NY)

2006–2009

Art directed and produced original designs from concept to completion, including weekly ads, print collateral, brochures, logos, indoor/outdoor signage and sales office interiors. Responsible for own production and pre-press on all projects. Created client portfolio books and Keynote presentations for new business proposals. Comped own work for client approval.

additional experience

Freelance Design & Art Direction

Ransom Publishing (New York, NY)

2010–Present

Various projects from logo creation and identity to web and printed materials including eNewsletters, banner ads, postcards, menus, posters, brochures, eBooks and animated GIFS. Clients include: The New York Public Library, teNeues Publishing Group, Mission Point Management, Chavin Lambert Advertising, City Guide Magazine, The Learning Annex and SONY.

Significant projects include brochure/book design and inserts including floorplans, business cards and letterhead identity. Photoshop retouching and resing-up files with expertise in large-scale projects. Mechanical production and design for ready-to-use files in both digital & print. Extensive comping of own work for client approval. Writing and editing of original copy. Art direction of bi-monthly magazine covers, advertisements, editorial layouts, listings and ads. Creation of monthly *FYI* newsletter for New York's premiere hotel concierges.