

rickybrandano

Visual Designer / Art Director

📍 Los Angeles, CA

I strive to create memorable, effective digital experiences, and I care about doing it well.

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■ PRIMACY / April 2016 – August 2016 / Art Director

- Conceptualize and design ad campaigns based on media buys (display ads, print, outdoor, experiential, video)
- Assist UX team in developing engaging website experiences
- Create responsive website design mock-ups
- Work with dev/QA to ensure consistency pre-launch

Clients include: Dana Farber Cancer Institute, Regis University, Gonzaga University

■ OHO INTERACTIVE / August 2014 – April 2016 / Senior Visual Designer

- Participate in stakeholder interviews and findings & recommendations presentations to assess client problems and define solutions
- Assist IA/UX designers early in the process to conceptualize the final product
- Create responsive website design mock-ups
- Make functional prototypes to help explain ideas and inform development
- Act as a resource and advisor throughout development process to ensure design files are accurately translated into functional pages
- Provide design QA and work with developers to fix bugs
- Design print pieces and other digital collateral
- Often lead design presentations, creative workshops, and interact with clients

Clients include: Cornell School of Hotel Administration, Roger Williams University, Oberlin College & Conservatory, St. Martin's University, Stony Brook University

■ FREELANCE DESIGNER / 2008 – Present

- Wordpress website design & development
- Branding/logo design
- Print/marketing collateral

Clients include: Beth Israel Deaconess Hospital, NY State Senator Jose Peralta, Shriner's Hospital for Children, The Voice Library

■ LGNDS / 2010 – 2015 / Founder, Designer

- Opened brick & mortar skate, BMX, and apparel shop in Salem, MA. Relocated to Tucson, AZ before abandoning retail storefront for online & wholesale model.
- Designed and operated the LGNDS brand independently across digital channels, printed apparel, print collateral, retail and trade show experiences

■ LAUNCH COOPERATIVE / 2013 – 2014 / Founder

- Founded a membership-based coworking space in Salem, MA
- Designed the Launch Cooperative brand ranging from the physical workspace to digital and print collateral

■ GORILLA PRINTING / 2013 – 2014 / Graphic Designer

■ MCDUGALL INTERACTIVE / 2010 / Web Designer

■ RAINER AGENCY / 2009 – 2010 / Web Designer