

## VISUAL DESIGN EXPERTISE!

- » 5 years: project-based graphic - print design - lead role in related-client satisfaction and successful business milestones
- » Web-Content: landing, email, banner, development & project liaison, social media marketing - analytics research - findings
- » Efficient in CRUSHING tight deadlines with accuracy
- » Brand design-position, and marketing message / copy
- » UX/UI / Human-Devise Interactive - Experience design
- » Evidence-based, design thinking and strategic creativity
- » Ability to brainstorm, sketch, conceptualize **BIG** ideas and 'Trend-Blazer' with my novel designs solutions
- » Lead organizer in advertising project management & accurately QC-ing the team's work
- » DSLR Photography & photo-shoot lighting/setup
- » Video Editing / VFX
- » 'Principles' and professional execution in design, color, typography & finishing
- » Creative arts skills: drawing, painting and illustrations
- » Pixel-level manipulation & pin-point accuracies with a super-keen 'eye for design'

**AFC, INC.** | carson 10/2015 - Present

### Lead Graphic Designer - UXUI Design

**Graphics for in-house advertising agency:** My role includes design collaborations for business marketing objectives including: print, packaging, interactive UI & Web. Successful accomplishments in translating business goals into nationally recognized outcomes.

**Clear & compelling campaign solutions:** brochures, multi-page booklets, manuals, identity-branding, proposals, POS, B2B-B2C, tech-sheets, packaging design, posters, exhibit design & signage. Project skills in video shots, editing, motion graphics, and Digital Photography.

**UI Design:** for Internal Corporate Website-Mobile, as well as, Desktop-Mobile friendly Interactive Project with Sanrio, Inc. / Hello Kitty / Social Media.

**CONTRACT-FREELANCE** | los angeles 2009-2015

### Print Graphics / Visual and Interaction Design/ Video Editing, Motion Graphics

Design & creative art direction for print, web, interactive and animation projects. Designed each project from idea-discovery and creative scope through final execution. Proven abilities in multi-tasking and coordination of projects; consistently meet client deadlines.

**Projects and Clients included:** Ford, Lexus, Toyota, Kappa Studios, Encore Hollywood-Deluxe, CBS Digital, Yu&Co, Producto Studios / eCornell University, Escape Studios, Prime Focus, Identity

**RTT USA, INC.** | pasadena 2006-2009

### Graphics Artist & Visual Designer

My accomplishments uplifted business milestones and KPI results while increasing revenues through exceptional self-directed initiatives.

**Successful accomplishments:** Graphic Design & interactive web movies graphic design collaborations with Saatchi & Saatchi - LA. Nationally-recognized marketing campaign.

## education

**Bradley Academy of Visual Arts** York, PA  
BFA Communication & Visual Design Degree

**University of Minnesota** | IxD - UX - UI  
Distance-Ed / Specialization in Interactive Design

# rickmakoul

## graphic design

### designer of user interface

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### My Applied Direction of Art, Design & UXUI-D

- Defining the Problem Space, Rationale, Requirement Gathering and Critiques
- Project Insight & Strategies
- Speak design language & communicate motives
- Guerrilla-Research, Card Sorts, Affinity Mapping- and Synthesis
- Case Studies, Design Brief, Storytelling, Functional Specs., Emotion - Color Palettes- Style Guides
- User: Personas, Scenarios & Storyboarding
- Hand Drawings, Sketches, Ideation, User Journey, Maps, Paper Prototyping- Interaction Design

### UI Marketing Design Exploration & Skills

- Ideation, Systematic Design Strategies and Iterative Designing. Improving the User Experience.
- Refinement of Low to High Fidelity prototypes based on Project Scopes (paper/digital) Wireframes, Diagrams, Mock-ups & Pixel-Perfect UI Designs, UI Elements, Illustrations & Iconography
- Animations and Motion Studies, Style-Tiles, Flat UI Design (look/feel) & Contemporary UI Aesthetics

GRAPHICS TOOLSETS  
LOW TO HIGH OCTANE GOODS  
...AND ANYWHERE IN-BETWEEN!

### Expert-Level:

- (Adobe CC) InDesign-Photoshop-Illustrator, Premiere, Fireworks, Lightroom, Bridge, After Effects.
- Powerpoint, Excel, Word, MsOffice, Excel, Outlook
- Omnigraffle, Balsamiq, Keynote, SKETCH, UXPin, InVision, AxureRP, Muse, Adobe XD