

RayBrown

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Portfolio: www.rayofone.com

Profile

Energetic and creative Art Director with more than 9 years of production experience and management. Solid success directing and implementing a broad range of design projects, from conception to completion with market-end results. Ability to translate business requirements into marketing campaigns and ensure projects meet all budget requirements, deadlines and milestones.

Areas of Emphasis

Cutting-edge Graphic Design

Web Layout and Design

Mechanical Art / Print Production

Editing / Motion Graphics

Traditional Art / Drawing

Style Sheets and CSS

Staff, Vendor, and Media Relations

Press Releases and Media Kits

Cost Control

Color Correction

Technical Knowledge

Adobe Creative Suite (Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash, After Effects, Premiere), Final Cut Pro Studio (Final Cut Pro, DVD Studio Pro, Motion), Microsoft Office (Word, Excel, Power Point, Entourage), Sound Forge, Maya (Modeling, Rigging, Rendering), Quark Express

Experience & Employment

SUBURBAN NOIZE RECORDS/REGIME MANAGEMENT, Art Director (June 12, 2010 - present)

Assess Market position, trends, develop visual style and present to executive management. Create graphics for online and print marketing campaigns. Coordinate with Executive staff on marketing plans, while maintaining a strict workflow and budget essential to project completion. Review all production materials and provide signature authority. Ensure compliance with company standards

Selected achievement:

- Increased productivity within the art department by building partnerships with third-party vendors
- Album artwork submitted for Grammy Nomination
- Branded company's new image

Design duties include: print collateral, album layouts, logo design, product development, image and photo manipulation, manage ad campaigns, manage marketing campaigns, magazine spreads, apparel design, advertisement ads, video editing, motion graphics, interactive media, commercial timelines, multimedia press kits, web design and concert signage.

VIACOM / MTV NETWORKS, Design Manager (February 22, 2007 – June 9, 2010)

Collaborated with executive management translating ideas into accessible designs and content across various media such as cutting edge graphics, informational literature and web content. Presented creative strategies to internal and external clientele. Review of all production materials and provide signature authority. Managed the workflow and productivity of in-house design team as well as outside vendors.

Selected achievement:

- Development of processes to manage workflow for the art department
- Creation of easy to use templates used across Viacom's creative services
- Assisted in Visual style of Gametrailers TV

- **VIACOM / MTV NETWORKS Senior Graphic Designer** (August 2007 - May 2009)
- **VIACOM / MTV NETWORKS Graphic Designer** (February 2007 - August 2007)

Design duties include: print collateral, logo design, product development, image and photo processing, ad creation, interactive media, web design, motion graphics for broadcast and web, post production editing, tradeshow graphics for expos and red carpet events.

GUIDANCE SOFTWARE INC. Graphic/Multimedia Designer (March 21, 2006 - February 19, 2007)

Collaborated with marketing and sales teams to develop artwork for marketing initiatives. Conceived original designs and marketing concepts used in brochures, fliers, signage, interactive cds and web. Assisting art director with projects, packaging design and press proofing. Ensure that budgets and timelines were met with expectations to corporate standards.

Selected achievement:

- Initiated a video department to bring the company's brand to a new medium.
- Introduced Interactive training cds to the Research and Development department

Design duties include: creation of print collateral, logo design, product development, image and photo processing, ad creation, multimedia press kit development, video blogs, marketing collateral, sales kits, and packaging.

FREELANCE DESIGNER (April 2000 - Present)

- **King Cheese** (March 2006 - 2009)
- **Creative Imaginations** (January 2007 - 2008)
- **Crew CreativeAd Agency** (Contract 2006)
- **CSP Motors** (Nov 2005 - Feb 2006)
- **Gen-X Global Inc.** (June 2005 - Dec 2005)
- **Noto Productions** (Dec 2003 - Aug 2004)
- **Isera Inc.** (April 2000 - Aug 2002)

Education

Allan Hancock College (1999-2003)

Mt. Sierra College (2003-2006)

(Dean's list 4 of 12 quarters) Program discontinued 1 quarter before completion

Awards & Recognitions

98'-99' National Recognition from (N.O.A.A.) for development of Aquarium News Letter

2000 Honorable Mention, California Graphics Convention

2003 Honorable Mention, Creative Canvas Expo

2004 2nd place, B Mania Independent Film Festival