

Bryan Ranallo

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Montgomery Village, MD. 20886

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Professional Experience

> **Web Production Coordinator**

7/2007 - 5/2011

American College of Healthcare Executives (ACHE) – Nonprofit Association

- > Using Adobe Dreamweaver, performed regular maintenance on the company website content; including continuous reviewing, updating, removing, and editing of the content.
- > Implemented new user-friendly content for company website including email templates and dynamically served web pages.
- > Designed company mobile website.
- > Developed web graphics.
- > Collaborated in project teams to improve user experience through streamlined content management.
- > Assisted ACHE staff in the development, practical application and testing of all new and existing web-related projects.
- > Routinely produced and distributed electronic newsletters, broadcast emails, and prepared monthly analysis reports on web and email statistics to facilitate the overall web strategy.
- > Offered customer service to affiliates directly over the phone and/or through email correspondence to resolve specific inquiries or concerns regarding web related issues.

> **Graphic Designer/ Manager/ Program Leader**

9/2006 - 3/2007

Orion's Mind LLC - Supplemental Education Service Provider

- > Using Adobe InDesign, crafted the layout and design structure of the curriculum.
- > Created brochures, pamphlets, flyers, business cards, and various other printed materials for marketing and promoting the company to families, schools, and trade shows.
- > Initiated new techniques and procedures for the design department including the development of organizational templates.
- > Managed a team of 5 other graphic designers by assigning deadlines, organizing schedules, and overseeing the completion of their work.
- > Assisted in the expansion of the program by becoming a Program Leader, supplying, organizing, and managing tutors in an East Aurora school district.

Freelance Projects

> **Graphic Design**

5/2009 – 4/2011

Loyola University Chicago, Division of Public Affairs

- > Using Adobe Illustrator, designed a series of street banners promoting the Granville neighborhood campus.
- > Using Adobe Photoshop, created a series of promotional materials for a neighborhood event including: postcards, posters, and 12 panel event map.

> **Web Design**

10/2010 – 11/2010

Strategic Innovations Group Inc.

- > Performed updates using Adobe Dreamweaver to the content of Strategic Innovations website, as well as the creation of new pages and additional content including flash banners, graphics, and an interactive testimonial page using Java.

> **Graphic Design, Web Consultation**

8/2010 – 9/2010

Soul City Church

- > Using Adobe Photoshop, redesigned a promotional brochure for a print order of +300.
- > Acted as a consultant to web staff organizing and improving the navigation of website, while developing a strategy for implementing more user-friendly content.

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Freelance Projects (continued)

- > **Print Layout/ Graphic Design** 7/2007 – 10/2007
First Baptist Church
 - > Using Adobe Photoshop, designed print pieces including bookmarks and pamphlets to market and promote church events and activities.

- > **Storyboard Artist** 6/2007 – 7/2007
Clontarf Pictures – Independent Film Studio
 - > Drew and inked two sets of storyboards for an independent film.

- > **Web Design/ Graphic Design** 4/2007 – 6/2007
Bamboo Inc. - Interactive Branding Company
 - > Using Adobe Photoshop, developed concept designs for new website.
 - > Using Adobe Photoshop and Illustrator, polished and improved previously created artwork and ad campaigns for new ad construction and branding development.

- > **Logo Design** 1/2007 – 2/2007
Lakeside Energy LLC – Capital Investing Company
 - > Developed a wide variety of different logo ideas for company brand identity.

- > **Portrait Artist** 3/2005 – 8/2006
Children's World Learning Center – Daycare Provider
 - > Refined art and design skills by creating detailed portrait art of children and families.

Professional Skills & Software

- > Detailed understanding of the following software programs:
 - > Adobe: AfterEffects, ImageReady, Photoshop, Illustrator, InDesign, Flash, Dreamweaver, and Director
 - > Other: QuarkXpress, Final Cut Pro, Sound Edit 16, Apple Soundtrack, Pro Tools, and Autodesk Maya
 - > Microsoft: Word, Excel, Powerpoint, Access, Outlook, and Entourage
- > Comprehensive understanding of (X)HTML, CSS, ActionScript, ColdFusion, and JavaScript.
- > Extensive knowledge of fine art, and consumer illustration, and a familiarity working with multiple forms of media.
- > Adept in the fundamental principles of art and design.
- > Proficient on both Macintosh and PC computers.

Education

- > International Academy of Design and Technology, Chicago 10/2004 – 9/2006
- B.F.A. Visual Communications

- > International Academy of Design and Technology, Toronto 10/2003 – 9/2004
- Digital Design Diploma

- > College of DuPage, Glen Ellyn IL. 9/2001 – 8/2003
- Advertising and Design, Fine and Consumer Art