

Bryan Ranallo

1231 N. Marion Ct.
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Professional Experience

> Web Production Coordinator

7/2007 - present

American College of Healthcare Executives (ACHE) – Nonprofit Association

- > Using Adobe Dreamweaver, performed regular maintenance on company website content; including continuous reviewing, updating, removing, and editing of the content.
- > Designed new user driven content for the web including email templates and dynamically served web pages.
- > Collaborated in project teams to improve user experience through clearer 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 reports on web and email statistics.
- > Generated analysis of web and email statistics to facilitate the overall web strategy of the company.
- > 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 – 6/2009

Loyola University Chicago, Division of Public Affairs

- > Using Adobe Illustrator, designed a series of street banners promoting the Granville neighborhood campus.
- > Using Adobe Photoshop, adapted an existing marketing campaign into a series of promotional materials including a postcard, poster, and 12 panel event passport/map.

> 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.

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Freelance Projects (continued)

- > **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