



510-393-7278 | 841 KEY ROUTE BLVD ALBANY CA 94706 USA

IAN RANSLEY

IANRANSLEY@COMCAST.NET | WWW.BERKELEYGRAPHICDESIGN.COM

ART DIRECTOR SENIOR DESIGNER ILLUSTRATOR PHOTOGRAPHER



ABOUT ME

Multidisciplinary digital creative offering a versatile but focused skill set; a balance between creative and analytical qualities. I crave order, love all things design and seek a balance between work and life. Looking to enhance your brand and your awesome web & print team.

EDUCATION

UC DAVIS
BS Design, Minor in Psychology
UC BERKELEY EXTENTION
Certificate in Marketing
SAN FRANCISCO STATE MULTIMEDIA CENTER
Various Classes

DESIGN HIGHLIGHTS

SUPER BOWL XXXVI, SUPER BOWL XXXVII, SUPER BOWL XXXVIII, SUPER BOWL XLIV
Lead Designer
BRIDGESTONE NHL WINTER CLASSIC 2011, 2012, 2014, 2015 and 2016
Associate Art Director/Lead Designer
COORS LIGHT NHL STADIUM SERIES 2014, 2015 and 2016
Lead Designer
PITTSBURGH STEELERS and DENVER BRONCOS, 2013 and 2015
Design, Environmental Design & Branding

RECENT EMPLOYMENT

MOSS SPORTS + RETAIL | Associate Art Director/Lead Special Event Designer
Berkeley, CA | Present - 2009, 2001 - 2006
- Design and implement branded environmental graphics for special events and permanent installations.
- Created architectural-scaled construction drawings to fit exact building and stadium specs.
- Managed hundreds of printed files with outside vendors across the Country.
- Other responsibilities include site visits, color-testing, logo design, branding, environmental branding, web site presentations, illustration, pre-press set-up, and texture design.
GEORGE P. JOHNSON EXPERIENCE MARKETING | Art Director for CISCO GSX Conference
San Francisco, CA | 2015
- Contracted to design and implement all environmental signage including way-finding in 6 Las Vegas casinos.
DIGISCENTS | Art Director
Oakland, CA | 2000-2001
- Determined the look and feel of the web site, on-line demos, printed marketing materials, and tradeshow displays.
- Worked closely with the Project Manager and managed a staff of 3 designers.
- Implemented the web and U.I. design parameters, style guides and visual standards.
CHEVRON | Senior Designer
Richmond, CA | 1989 - 2000, 2006 - 2009
- Worked with existing corporate ID for print and web projects that supported corporate branding.
- Created patent, technical, and scientific drawings for Powerpoint presentations.
- Interacted with many in-house clients in a demanding, fast-paced environment
- Responsible for concept to design to final production of scientific-based projects.
FREELANCE DESIGN
- DOUBLETREE BERKELEY, Print & web banner ad design
- ZACHARY'S CHICAGO PIZZA, Print Ads, Logos & T-Shirt Design
- RED HAT, HEWLETT-PACKARD & JUNIPER; Powerpoint Deck Design
- THX Division, LUCASARTS; Invitation & Magazine Cover Design

SOFTWARE

Illustrator CC, Photoshop CC, InDesign CC, Bridge CC, CADTools, Powerpoint, Word

MEMBER

AIGA: American Institute of Graphic Arts.

FACTS

British-U.S. Dual Citizenship, Ironman Triathlon Finisher, Parachute Jumper & Pudding Lover.

PORTFOLIO

www.berkeleygraphicdesign.com