

reneealarid

design & motion

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{personal statement}

I wanted to become a graphic designer when I fell in love with typography in college. To date, I feel honored to call myself a graphic designer because I get to work with what I love.

{summary of qualifications}

- A successful background in Visual Communications and Communication Arts.
- A proven track record of meeting deadlines, increasing team productivity and establishing process improvements.
- Knowledge of HTML, XHTML, CSS, CMS and Flash.
- Knowledge of motion graphics, Premiere, Final Cut Pro and After Effects.
- Demonstrated ability to perform under high pressure in critical path areas.

{technical skills}

Multimedia programs

Adobe After Effects
Adobe Final Cut Pro
Adobe Premiere
3D Studio Max

Print programs

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Quark Express

Web programs

Adobe Image Ready
Dreamweaver
Flash
Coda

Audio programs

Adobe Audition
ProTools
Soundtrack Pro

{professional experience}

Captico — Anerian | Annapolis, MD USA

Senior Visual Designer – 04.2009 to 01.2011

Primary responsibilities To work on all web, print and motion graphic pieces for the company.

- Captico split from Anerian in October of 2009
- Lead designer in the re branding of Captico, a manage web company.
- Worked with individual companies on redesign of their websites.
- Worked on multiple projects that included Flash and After Effects.

AOL-Time Warner | Dulles, VA USA

Senior Visual Designer – 08.2007 to 03.2009

- Lead designer in the Walletpop redesign.
- Lead designer in Portfolios redesign.
- Worked with the advertising and editorial teams to create unique experiences to increase views for the Money and Finance channel.

Discovery Communications | Silver Spring, MD USA

Graphic Designer (contract) – 03.2006 to 08.2007

- Created the press kit and other promotional material for Miami Ink, TLC.
- Created the e-mail blast, ads and postcard for Egypt's New Tomb Revealed, Discovery Channel.

Feld Entertainment | Vienna, VA USA

Graphic Designer – 03.2001 to 08.2004

- Created web pages, banners and eBuzz for upcoming shows and promotions for all Disney on Ice and Ringling Bros. Circus.
- Worked closely with Ringling Bros. and Disney on Ice Brand Departments.

Beach Associates | *Arlington, VA USA*

Production Designer – 03.2000 to 03.2001

- Designed the company's logo and created the marketing material.
- Worked on motion graphics for clients through the company.

{education}

Vancouver Film School | *Vancouver, BC Canada*

Digital Design – 08.2005

Concentration in Motion Graphics

- Final Project, created a Virtual Film Festival that supported the VFS brand.
- Worked as a Project Manager for the press kit and DVD packaging for *SMILE*, a student film.

New Mexico Highlands University | *Las Vegas, NM USA*

Bachelor of Fine Arts, Visual Communications & Bachelor of Arts, Communication Arts
12.1998

- Concentration in Graphic Design and in Television Production
- Lead designer in a student organization that created print materials for local non-profit organizations

{projects and publications}

Notable work

- Lead designer on the re-brand of Captico, 12.2010
- Lead designer on *www.newsit.com* website, Captico, 11.2010
- Lead designer on *www.financialfootprint.com* website, of Captico, 10.2010
- Lead designer on *www.libertycentral.org* website, Captico, 5.2010
- Lead designer on *www.alks.com* website, Captico 3.2010
- Lead designer on *www.jjsinghjewelry.com*, Captico 11.2009
- Lead designer on *dhspeedwash.com*, Anerian 8.2009
- Created the ad package for *Small Business/Verizon*, AOL, 8.2008
- Created the ekit for *TLC, LA Ink*, 7.2007
- Created the online banner campaign, Travel Channel, *1000 Places to See before You Die* 3.2007
- Created promotional material and in-window displays for *American Chopper*, TLC. 2.2007
- Designed the ROAR print material for Animal Planet, 7.2006
- Created two one sheets, *OASIS* and the *PERFECT LIFE*, *OASIS* was promoted in front of Lions Gate Film and *PERFECT LIFE* was promoted at the Cannes Festival, 05.2005
- Team member for *Wanted*, a commercial that is shown on Global Networks for the BCSPCA, created for The Great Canadian Commercial Contest, 03.2005.

Freelance Jobs

- Developed logo and other promotion material for EvolutionaryMan, 6.2010
- Created conference booth for Websitemovers, 06.2010
- Created brand, print and website for Artisan Confections, 12.2009
- Created promotional flyers for events and activities, Downtown Silver Spring, 8.2009
- Created brand and website for Patrick Hope Campaign, 02.2009
- Developed and maintain the website for Special Olympics, 01.2009
- Created a flash piece for Farr boating, 06.2008
- Developed backgrounds for RCN, Video On Demand, 04.2007
- Created full color ads in Capitol File for American Diabetes Association, 03.2007