



RICK DONATO
GRAPHIC/NEW MEDIA DESIGNER

PROFILE

I am a Web and Graphic Designer with almost 18 years of working experience in diverse aspects of print and new media. I have demonstrated design proficiency in:

- **Web user interface concept, design, and build**
- **Print design and layout**
- **Marketing campaign concept and development**
- **Corporate identity**

My core application competencies include industry standards such as Photoshop, Illustrator, Dreamweaver, and InDesign. However, I am also currently in the process of mastering HTML5 and CSS3, and have a working understanding of such web technologies as Javascript, JQuery, PHP, and ASP. I am also researching new web tools that broaden the capabilities on both the user and the developer side, such as social media implementation, SEO best practices, mobile web development and CSS extension languages such as SASS and LESS.

I am comfortable working on both Macintosh and PC platforms.

EXPERIENCE

Student Affairs & Marketing Communications, University of California, Riverside

Riverside, CA // Graphic & Front-End Designer // May 2009 - Present

Collaborate with team members and creative directors in the creation of engaging marketing campaigns for a plethora of University of California, Riverside student-focused departments. I am involved in the direction and development of campaign assets across a broad range of media, which include print, environmental, and web. Because of the scope of many of the projects, I am oftentimes working in conjunction with team writers and other designers to help ensure that the best solutions are explored across all available promotional avenues. I have also been tasked with implementing and researching web technologies to reinforce and broaden the scope of print-based campaigns, including responsive site development, blog platform customization, and content management systems.

Along with design development, I am also involved with fostering client communications, working with team members in helping to define design directions in project meetings and keeping clients informed along the timeline of a project as milestones are met.

makeHELLO

Redlands, CA // Print & New Media Designer // August 2007 - May 2009

Worked with the Creative Director and other team members in leading design initiatives internally and with client projects, both in print and in new medias. Assisted on the development of project proposals and write-ups. Oversaw the art direction and production of assigned projects from concept to completion. This included working with clients and team members in defining goals and expectations, mapping out a workable plan of objectives, and researching workable solutions and ideas and presenting them in a cohesive and accessible manner.

Also played a supporting role in the management and direction of the business, assisting in the development of company policies and implementation of best-practices, keeping abreast of new industry technologies, develop a working relationship with printers, and fostering creative dialogue and growth among business partners.



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EXPERIENCE CONT.

Ascent Media Group

Burbank, CA // Web Designer // March 2004 - August 2007

Collaborated with Ascent Media's management, marketing, and IT departments to art direct and assist in the implementation and launch of key company web projects. Defined the design direction of Ascent Media's corporate website and company intranet, Medialine, as well as the sound studio sites for their properties Todd-AO and Soundelux DMG. Coordinated with department creatives and developers to assess the direction of future projects. Also assisted in the day-to-day maintenance of company online properties, as well as in the creation of internal marketing promotions.

The Dubois Agency

Ontario, CA // Art Director/Graphic Designer // September 2003 - March 2004

Worked with clients on the creation and implementation of their projects, from concept to final print-ready files. Worked with Creative Directors in the formulation of project objectives as well as oversaw the art direction of assigned projects. Coordinated with the Traffic Manager to keep precise digital and physical project records. I have also been called upon to update and maintain The Dubois Agency's online presence.

The Press-Enterprise/PE.com

Riverside, CA // Senior Web Designer/Project Director // June 2000 - September 2003

Overlooked the operations of the online art and production department of PE.com. Coordinated the art department with news, advertising, and marketing departments in the implementation and development of online creatives as well as specialized, promotional, and seasonal site sections. Assisted in the updating of online content of main news site, as well as assisted in its daily operations and maintenance. Responsible for improving the art department's project management for better workflow efficiency and time management. I was also called upon not only to oversee projects assigned to other team members, but to also actively be a creative resource in the development of client websites, microsites, and corporate identity projects.

EDUCATION

B.A. 1998
CALIFORNIA STATE UNIVERSITY SAN BERNARDINO
Major: ART
Concentration: GRAPHIC DESIGN



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STATEMENT

Throughout my employment history I have always been able to effectively express myself both visually and verbally, whether I am in the process of development or discussing an idea with a colleague or client. I am able to work within the parameters set by established guidelines, but I am best at probing the limits of my abilities, and am not afraid of breaking into new ground.

As a design professional, I work well both individually and as part of a team. However I prefer the collaboration encouraged in a team environment - I believe that a good designer may have the talents within, but a great designer also learns from the achievements and counsel of his or her peers. I love nothing more than being a part of a team of creative professionals who work in concert with each other to meet design challenges and goals in a variety of media.

And although I am proficient in the computer programs listed as my core competencies, I can and will take the initiative to learn and understand new applications, technologies, and processes to not only strengthen my own skillset, but to add to my team's proficiencies.

REFERENCES

References available upon request.

CONTACT

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