



## Richard Ramsay Graphic / Web Designer

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www.richardramsay.com

British National  
U.S. Permanent Resident

**I hold a valid green card and British passport which entitles me to live and work in the United States and European Economic Area.**

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## Summary

An enthusiastic, ambitious and energetic graphic designer who has excellent print design and management skills, combined with expertise in web design and digital media creation.

## Profile

- Born in Glasgow, Scotland
- 8 years professional design experience
- Ambitious, creative and highly organized
- Always looking for more efficient ways of working
- Self-taught in web design

## Creative experience

Branding & identity, corporate stationery, brand guidelines, brochures, annual reports, posters, adverts, flyers, inserts, web design, web development, HTML email design, interactive PDF's, flash animations, video production.

## Technical proficiency

NopCommerce, Wordpress, Magento, Google Analytics, Adobe Creative Suite 5.5 (InDesign, Illustrator, Photoshop, Fireworks, Flash, Dreamweaver and Acrobat), Microsoft Office, Final Cut Pro and Adobe Premier Pro.

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## Experience

### Web Designer & Developer

*Ridemakerz LLC, Irvine CA*

*November 2011 – Present*

Varied responsibilities, primarily revolving around the world of web, include directing the merge of our eCommerce store with our Wordpress driven corporate site and managing outside vendors while introducing an entirely new design and concept. I designed, developed and optimized XtremeCustomz.com using HTML5, CSS3 and the jQuery library while simultaneously developing our in-house Digital Asset Library. To enhance the Xtreme Customz website launch, I also directed, produced and edited some of the promotional videos displayed on the site.

In addition to the above, I redeveloped the HTML marketing emails and managed the transition from one Email Service Provider to another. On the creative and print side, I have been involved in product design, packaging design and production of the quarterly company newsletter.

### Design Consultant

*Hymans Robertson, Glasgow*

*May 2009 – August 2011*

As a consultant, I was responsible for designing brochures, newsletters, emails and statements to update members of some of the world's best known blue-chip clients on their pension scheme. Although only dealing with the pension scheme side of their business, I used their brand and identity to create visually appealing material to put some gloss on what is mostly a very unappealing subject.

Select clients: Isle of Man Government, Hilton, Ernst & Young, Whyte & Mackay

### Freelance Graphic / Web Designer

*California and UK*

*September 2008 – Present*

I work with various clients, including creative agencies, in both the UK and California. Primarily delivering websites and web updates, I have also designed the identities of startup businesses including their logo and corporate stationery. This is my learning time and I actively use any new work to better my skill set and find efficiencies.



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## Experience continued

### **Manager / Senior Designer**

*printing.com, Hamilton*

*January 2007– May 2008*

Hired as a designer but through my organization, sales techniques and ambition, I graduated to the Senior role and then Manager of the franchise. I saw turnover in the franchise increase by as much as 50% during my time and introduced many common practices to help the organization of the franchise.

As Manager, I oversaw all aspects of the business including maintaining customer relations, training new employees and promoting the franchise. I was also responsible for the design of flyers, business cards, booklets, emails, websites and more.

### **Graphic Designer**

*Caldervale Group, Airdrie*

*October 2005 – January 2007*

While working for the Caldervale Group, I covered almost every aspect of print design, ranging from posters and flyers to 150 page catalogues and promotional materials. I was the only designer within this world-renowned company and I had to attend to all design matters. My artwork has been used in many engineering magazines throughout the UK, United States and Canada. I also delivered design work for the main American and Canadian distributors.

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## Education

### **Bachelors of Arts in Applied Graphics Technology with Multimedia**

*Glasgow Caledonian University (UK)*

*2004 – 2005*

### **Higher National Diploma in Graphic Design**

*Glasgow College of Building and Printing (UK)*

*2001-2004*

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## Hobbies and Interests

I am a very active person and enjoy all forms of sport including rugby, soccer, mountain biking and ten-pin bowling. I was also a Scout from a very early age and gained the highest award achievable - The Chief Scouts Award. This involved completing previously set tasks, organizing team events and becoming a team leader.

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## Other interesting facts

- Sat the Adobe Certified Expert (ACE) exam in InDesign in 2011
- I undertook advanced training in Illustrator and InDesign CS5 in 2011
- I have trained past colleagues in Photoshop, InDesign and HTML emails
- I am a regular contributor in the Adobe Forums