

Rick Alley

Graphic Designer

rick@rickalley.net

portfolio

<http://rickalley.net>

summary

- My experience skews toward point-of-sale support for packaged goods manufacturers at retail events such as brochures, easel cards, fliers, t-shirts, posters and banners (from concept to finished art).
- I have experience collaborating with sales and marketing teams to develop strategically focused campaign proposal and presentation materials.
- Utilizing tools from the Adobe Creative Cloud on the Mac-OS, I embrace technology and apply it to the challenge at hand.

core competencies/skills

- Illustrator CC, Photoshop CC - These are my bread and butter.
- In Design CC, Acrobat CC - I'm pretty solid with these.
- Dreamweaver CC, After Effects CC - I'm familiar with these.
- Illustration - In the spirit of marker comps and story boards.
- Photography - A hobby that complements all of the above.
- I'll contribute experience, dependability, responsibility, design skills, work ethic, follow-through, and a team player mind set.

experience/accomplishments

Graphic Designer

The Sunflower Group May 2008 – October 2018

- Produced point-of-sale and collateral material for clients such as Target, E.&J. Gallo, General Mills, Frito-Lay and Nestle.
- Overcame technical and design challenges to consistently deliver creative solutions to both internal and external client requests.
- Equipped the sales force with presentation tools to help them close proposed marketing initiatives.
- Created sketches/illustrations that quickly communicated proposed marketing scenarios to clients and closed sales.

- Both developed and followed brand style guides.
- Created logos, typography, photography and brand identity; gained approvals and produced finished, press-ready files.
- Preflight client supplied art files as part of the prepress process.
- Created my on-line portfolio in Dreamweaver.
- Authored quick (50-second) video recaps of promotional events in After Effects.

education

BFA Commercial Art, Minor in Marketing
University of Central Missouri

To expand my "toolbox", I'm currently pursuing CE certificates in Digital Marketing and Web Design at JCCC - scheduled completion June 2019. Subjects covered:

- HTML5 and CSS3
- Google Analytics
- Social Media Marketing
- Search Engine Optimization (SEO)
- Email Marketing
- Adobe Dreamweaver
- WordPress
- Adobe Animate