




RAY MESSINA

DESIGN // CODE // WRITE



 ray@raymessinadesign.com

 815.670.5849

 raymessinadesign.com

Award winning, senior level designer/developer with over 20 years of professional experience in Marketing and Communications.

A coder who designs and a designer who codes. Demonstrated ability to translate client ideas into functioning reality. Has passion for learning and well-honed trouble shooting and problem solving skills. A strategic and conceptual thinker with a balanced of mix of creative talent and technical know how. Leads by example with an easy-going manner and builds trust by sharing knowledge, vision and experience with colleagues.

WORK HISTORY

Present
Nov. 2013

HY CITE ENTERPRISES, LLC, Madison, WI

Sr. Graphic Designer/Web Designer

Responsible for visual design, development and maintenance of websites and online resources, as well concepting and designing advanced collateral material for print advertising.

- Oversaw the design and development of corporate (HyCite.com) and Customer (RoyalPrestige.com) websites; provided art direction, wire framing and information architecture
- Oversaw the design and development of the recruiting website (OportunidadRoyal.com); provided art direction, wire framing, custom coded a WordPress child theme, lead generation forms, and API
- Set up and customized customer-facing blog using Wordpress
- Designed, coded, and managed internal and external emailcampaigns

Nov. 2013
Feb. 2001

DAZZLEFISH/MUNDANE EGG, Rockford, IL

Art Director

Provided art direction, creative direction, copywriting, print and web design services. Scoped projects, advising a wide variety of clients on their graphic goals. Executed creative from concept to completion; working within determined time lines and meeting budget plans.

- Developed and implemented a branding campaign promoting Escondido Union School District's *Safe Walk Program*, Escondido, CA
- Designed logo and developed website for Nobium General Contractors, Escondido, CA
- Designed logo for the City of Rockford's 150th Anniversary, Rockford, IL
- Designed logo and brochure for The Consortium on Chicago Schools, Chicago, IL
- Designed logo and website for Nemrac Translation Services, Rochester, NY

SKILLS

- Graphic Design and Art Direction
- Concepting and Ideation
- Brand Development
- Copywriting
- Problem Solving and Lateral Thinking
- Project and Creative Management
- Excellent Written and Verbal Communications Skills
- Quickly Grasps New Concepts and Technologies
- Collaborative Demeanor and Strong Interpersonal Skills
- Critical and Analytical Thinking
- Multi-lingual and Multicultural

TOOLS

InDesign



Illustrator



XD



HTML/CSS



SASS



PHP



BootStrap



Angular



Git



PowerPoint



Photoshop



LightRoom



DreamWeaver



Javascript / ES7



jQuery



WordPress



React



mySQL



Word




Excel





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WORK HISTORY (cont.)

Aug. 2008
Sept. 1998

ROCKFORD REGISTER STAR (GANNETT), Rockford, IL *Marketing Graphic Designer*

Acting in the capacity of art director, involved in all steps of design, from concept to production, of all advertising and collateral materials branding and promoting Register Star products, clients and events.

- Designed visual brand identity repositioning the company as the multimedia firm—*Register Star Media*
- Project managed recruitment and promotional campaigns, including the re-branding of the Register Star's classifieds section—*The Source*
- Increased customer response brand awareness by developing a cohesive look and feel for marketing materials
- Chaired the *Independent Publications Committee*; increased readership among the 24-35 demographic and develop targeted publications
- Eliminated billing redundancies, reducing lineage expenses by 34%

Sept. 1998
Aug. 1997

SCARYHOUSE STUDIO, Rockford, IL *Art Director*

Responsible for conceptual development, design, and production of print advertising material; assisting in the visual design of websites for ScaryHouse Studio and its clients.

- Provided creative and strategic direction in the development of print to web and web to print strategies

ACCOLADES

- ★ **Original technique featured on CSS-Tricks: Targeting Menu Elements with Submenus in a Navigation Bar**—2013
- ★ **Dan Schulz Award for Web Design** from SitePoint—2013
- ★ **Newspaper Association of America ACME (Advertising, Circulation, and Marketing Excellence)** for the *New Press* branding campaign—2006
- ★ **Gannett MAC Award (Marketing and Communications)** for the design of the Rockford Register Star's *Have You Seen Me?* classified ads promotion campaign—2006
- ★ **Newspaper Association of America ACME (Advertising, Circulation, and Marketing Excellence)** for the *rrstar.com Forums* branding campaign—2003
- ★ Recognition for the design of the **City of Rockford's Sesquicentennial Logo**—2002
- ★ **Work and design philosophy featured in the article *Designing Without Fear***, in Element K's *Design Authority* magazine—2001
- ★ **Heart of Rockford Award** for the design of the River District's logo—1998
- ★ For a comprehensive list of awards and honors please visit my website

LANGUAGES

English



Spanish



Italian



EDUCATION

BFA Degree from the State University of New York at Oswego. Concentrations in Graphic Design and Studio Art, Minor in English—graduate standing Cum Laude.

PORTFOLIO & REFERENCES

Portfolio available online at:
<http://raymessinadesign.com/portfolio>

References available upon request.