

RANDY PAYNE

randypaynedesign@gmail.com 773-208-2100 www.randypaynedesign.weebly.com

INTRODUCTION:

I am a Creative Professional with 10+ years experience creating print and digital visual communication solutions for a wide-array of clients. My pursuit is to create great design that is memorable, effective, and will improve any clients' objectives. I am versatile, intelligent, fun to work with, and I love what I do.

EXPERIENCE:

SR. DESIGNER - DISCOVER FINANCIAL; RIVERWOODS, IL / JAN - OCT 2018

Successfully producing digital and print deliverables for multiple lines of Discover's business streams, including acquisition and existing customer communication emails and direct mail letters. Designed digital event collateral assets for events and conferences. Developed the branding for the new Discover College Commitment program that launched in Spring '18.

ART DIRECTOR - DIGITASLBI; CHICAGO, IL / 2015-2017

Developed direct mail and digital communications for *Sprint Telecommunications*. Excelled at bringing visual cohesiveness to projects while adhering to brand guidelines, that resulted in increased open-rates across a number of project initiatives.

JR. ART DIRECTOR - FCB; CHICAGO, IL / 2012-2015

Conceptualized and executed print, digital, in-store and outdoor shopper marketing executions for brands like *Big-Heart Pet Foods*, *PACCAR Truck Parts*, *State Farm Insurance*, and *Walmart*.

CREATIVE FOR HIRE - RANDY PAYNE DESIGN; SKOKIE, IL / 2009-PRESENT

Creating logo identities for non-profits and small business owners (*Girls Rock! Chicago*, *Tribe Healing Arts*, *Mango Media*). Developed annual reports and collateral for community organizations (*Village of Skokie*, *Downtown Skokie Alliance*, *Lincolnwood Chamber of Commerce*). Designed show posters and album artwork for regional and national touring bands (*Local H*, *Scott Lucas & The Married Men*, *The Cells*, *Vaudevileins*).

EDUCATION:

INTL. ACADEMY OF DESIGN & TECHNOLOGY; CHICAGO, IL / 2008-2010

Visual Communications/Graphic Design (Summa Cum-Laude)

ASSOCIATIONS:

- AIGA - The Professional Association for Design - Sustaining Member
- Downtown Skokie Alliance - Neighborhood Liaison and Graphic Designer
- Skokie Chamber of Commerce

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SKILLS:

I am a dedicated, hard-working artist that enjoys learning new skills and techniques that result in working smarter. Through my career, I have created and worked using the following programs.

- In-Design
- Photoshop
- Illustrator
- Muse
- Acrobat
- Pages
- Keynote
- Numbers
- Word
- Powerpoint
- Excel
- Sketch
- Quark
- Weebly CMS
- WordPress CMS
- HTML/CSS

PROFESSIONAL REFERENCES:

- Jeff Pyla (Creative Director @ DigitasLbi)
jeffpyla@gmail.com : [630-699-2185](tel:630-699-2185)
- Tom Szidon (Creative Director @ FCB)
tomszidon@gmail.com : [773-266-7389](tel:773-266-7389)
- Andie Bowers (Art Director Peer @ FCB)
andie.bowers@gmail.com : [419-618-3094](tel:419-618-3094)
- Alexis Bernbaum Rutter (Associate Creative Director @ DigitasLbi)
abernbau@hotmail.com : [847-602-4100](tel:847-602-4100)