
RANDY PAYNE

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INTRODUCTION:

I am a Creative Professional with 7+ years experience creating print and digital visual communication solutions for a wide-array of clients. My objective 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:

GRAPHIC DESIGNER, RANDY PAYNE DESIGN; SKOKIE, IL – 2009-PRESENT

Conceptualized, designed, and art directed print and digital projects for numerous clients. I have created logo identities for non-profits and small business owners (*Girls Rock! Chicago, Tribe Healing Arts, Mango Media*) event posters and collateral for community organizations (*Village of Skokie, I.M.O.D.S, Lincolnwood Chamber of Commerce*), and show posters and album artwork for regional and national touring bands (*Local H, Scott Lucas & The Married Men, The Cells, Vaudevileins*).

ART DIRECTOR, DIGITAS-LBI; CHICAGO, IL – 2015-2017

My primary responsibilities included creating direct mail and digital communications for *Sprint*. I was tasked with bringing visual cohesiveness to projects while adhering to brand guidelines, that resulted in increased open-rates across a number of project initiatives. From time to time, I was asked to lend my talents to projects for other clients like, *BP, e-Bay, Whirlpool, and TransUnion*.

ASSOCIATE ART DIRECTOR, FCB; CHICAGO, IL – 2012-2015

Conceptualized and executed print, digital, and outdoor shopper marketing ideas for brands like *Big-Heart Pet Foods, PACCAR Truck Parts, State Farm Insurance, and Walmart*. Contributed to pitch work for brands like *Coca-Cola, OREO, and COX Communications*.

EDUCATION:

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

Visual Communications/Graphic Design (Summa Cum-Laude)

STRENGTHS:

I am a dedicated, hard-working artist that enjoys learning new skills and techniques that result in working smarter. Along with a solid understanding of the Adobe Creative Suite (In-Design, Photoshop and Illustrator), I am proficient in Microsoft Office Suite and have some experience working with Website Content Management Solutions, such as Wordpress and Weebly, and an understanding of HTML/CSS and UX Platforms.