



RICH MEDIA. RICH IDEAS. RICH SKILLS.

R I C H M A F F E I

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I have a keen understanding, and have been a part of the creative process, from concept until completion. I am eager to contribute to the growth of progressive companies, where I can exercise my talent and experience. I am passionate about building and developing the DNA for brands, that will in turn allow them to differentiate their products and make them stand above the rest.

OBJECTIVE »

EXPERIENCE »

2016 - 2017 »

The Leukemia & Lymphoma Society (LLS) - Web Designer (Front-End) | UI/UX Designer | Print Designer

- » Designed, updated, and maintained multiple Drupal websites for LLS including: lightthenight.org, teamintraining.org, and studentseries.org
- » Designed web ads, eblasts, and animated gifs for LLS including: lightthenight.org, teamintraining.org, and studentseries.org
- » Designed print work for Sell Sheets, Apparel, Flyers, Annual Reports, Brochures for LSS including: Light The Night and Team In Training

2006 - 2016 »

Rich Media : Owner + Operator - Designer | Web Designer | UI/UX Designer | Brand Strategist | Illustrator

- » Designed, developed, updated, and maintained multiple WordPress and custom CMS websites for various clients.
- » Web marketing such as SEO, eNewsletters, Blogs, WordPress Training and Consulting, and Social Networking.
- » Create graphics and animations for web and other multiple media platforms.
- » Implement design concepts for various Marketing Collateral such as: POS, Print Ads, Direct Mail, Packaging, Signs, Brochures, Cards, etc.
- » Produce presentations, pitch work, product and web mock-ups for potential new clients.
- » Demonstrate an exceptional work ethic, compliant to branding guidelines when designing and effectively manage feedback to meet clients specific requirements.

Clients included: Starwood Hotels, Mission Athlete Care, Mike D of The Beastie Boys, Court Grip, Crown Awards, Houlihan's Restaurants, Eat Cleaner, Foot Locker, New World Stages, Boating On The Hudson Magazine, Revolver NYC, Westchester Medical Center, Cleveland Hotel, Kendall Jenner, Steven Kamali Hospitality, The Village Social, Zag Wear, Promo Mark, Cooked & Co, and many more...

2001 - 2006 »

Integrated Marketing Services - Art Director

- » Created design concepts for various Marketing Collateral such as: POS, Print Ads, Direct Mail, Packaging, Signs, Brochures, Cards, etc.
- » Developed ideas, web programming, and created graphics/animations for multiple media platforms.

Clients included: Robert Mondavi Wines, Uniliver, ConAgra, Master Foods, Del Monte, Slim Fast, SC Johnson, Church & Dwight, and Sun & Earth.

2001 »

Diam Group - Junior Art Director

- » Created graphics and animations for multiple media platforms.
- » Designed print work for Banners, Menu Shells, Flyers, Annual Reports, Brochures, etc.

Clients included: Nike, Estee Lauder, Lego, and Boss.

1997 - 2001 »

On-Line Design - Web Designer | Printer Designer

- » Created design concepts, and programmed animations for Web and other Multiple Media Platforms.
- » Created design concepts for Direct Mailers, CD Packaging, Banners, etc.

Clients included: Disney, Marriott, Playtex, Nabisco, Dime, Banana Boat, Mudd Jeans, Barton Beer, Snapple, Wonderbra, and Spa Water.

SKILLS »

Contemporary

- » **Front-End Web Designer + UI/UX Designer** - HTML, CSS, Wordpress, Drupal, Dreamweaver, Photoshop, Illustrator, Basic Java Script, Basic JQuery, Firebug, Flash, SEO Analytics, Mobile Responsive Awareness, Internet Explorer, Chrome, Safari, Firefox, and Trouble Shooting of Cross-Browser Compatibilities
- » **Advanced Print Graphics** - Photoshop, Illustrator, InDesign, Keynote, Bridge, and Fontographer.
- » **Modern Print Design** - Typography, Layout, Photo Retouching, Custom Stock Papers, Inks, Die-Cuts, and Color Proofing.

Traditional

- » **Illustration** - Oil, Acrylic, Pastel, Charcoal, and Pencil
- » **Conceptual** - Ideation, Sketching, Layout, Concept Refinement
- » **Digital Photography** - Lighting, Retouching, Photo Composition
- » **Comp Art** - Color Theory, Drawing, Cutting, Pasting, Mock-Ups

1997 - 2001 »

Purchase College

BA: Major - Art + Design | Minor - Fine Arts

EDUCATION »

References and portfolio furnished upon request

RESUME

