

# Raymond Rivera

Sr. Digital Designer / Interactive

Staten Island, NY

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I'm a user-centric, purpose-driven Digital Designer with 7+ years of experience and a background in graphic design. My work has lived across a variety of digital channels and I am comfortable transitioning to other projects quickly and efficiently. I've seen projects through all the way from concept to execution and I have a passion for turning ideas into beautiful, well-crafted solutions across screens.

## WORK EXPERIENCE

### AdColony

Sr. Interactive Designer | Mobile

April 2014 - November 2016 Los Angeles, CA

During my time at AdColony, I was mainly responsible art direction, design, and production of high-quality interactive HTML5 end cards for brand advertising. My day to day tasks involved creating high fidelity mockups, creating motion demos in after effects, optimizing and exporting assets for to hand off to developers, designed internal templates for our rich media products to improve workflow efficiency and to create consistency for our RFPs, kicked off meetings with clients providing creative direction, performed usability testing for our internal ad builder to improve features of the product (light UX/UI work), and some branding work from time to time.

I've contributed to over 2MM worth of revenue by winning key accounts from successful pitches where I provided creative direction and strategy. Some brands include Xbox, Microsoft, Unilever, CBS, Google, and Disney.

### Food Network | Scripps Interactive

Interactive Designer | Visual

April 2013 - January 2014 New York, NY

Responsible for creating visual design assets within strict brand style guidelines across FN's digital products.

My day to day tasks included designing visual identities for editorial and tentpole packages, creating show artwork and visual assets for the desktop site, repurposed key art for the FN mobile app, turned existing pages on the site into layered PSD comps and designed digital ads and marketing assets for the Food Network brand.

### iHeartRadio | Clear Channel Media

Digital Designer | Visual

October 2012 - March 2013 New York, NY

My role as a Digital designer was to support the design of all of the iHeartRadio's marketing initiatives and visual identities. Day to day tasks includes designing and updating hero images for the home page, creating station logos, designing landing pages to support partner initiatives, designed billboards for OOH advertising, and designed social media assets.

### PlusFactory | Digital Agency

Interactive Designer | Web & Mobile

March 2012 - July 2012 New York, NY

I served as the lead interactive designer on a 4 month contract to work on interactive web and mobile projects for various clients.

- Responsible for the designing high-quality websites and apps for our clients.
- Assisted with the creation of wire-frames, and turning existing wireframes into polished mockups.
- Exported assets and worked with developers to build final products.

#### Education

##### TCI College Of Technology

AAS Digital Media Arts | May 2011

Graphic Design Fundamentals - Web  
Design Fundamentals - Basic web  
programming - Animation

#### Expertise & Skills

Visual / Graphic Design  
UI Design  
Typography  
Layout  
Digital Advertising  
Compositing/Retouching  
Production Design / Repurposing  
Motion Design / Interaction Animation  
A/B Testing  
Responsive Web Design  
Mobile Design  
Art Direction

#### Tech & Software

Creative Cloud  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe Lightroom  
Basecamp  
WordPress  
HTML5 & CSS