

David Rand.

Senior Creative Director & Multimedia Designer

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Award-winning creative director from New York with a proven record of driving businesses in multiple industries. Passion for creating sharp, professional, and unique designs and messages that immediately attract attention and drive responses. Skilled in developing high-impact marketing materials, brand identities, and print and digital designs. Track record of meeting the most demanding deadlines, communicating effectively with cross-functional teams, and leading by example. Dedicated to finding the most creative solutions for all challenges. Known for taking a hands-on and problem-solving approach directing artists and team members, collaborating with clients, and bringing creative concepts to life.

SKILLS

- Creative Strategy
- Brand Management
- Typography
- Adobe Creative Suite
- Print Design
- Packaging Design
- Editorial Layout
- Book Publishing
- Responsive Web Design
- Mobile Web
- Presentation Design
- Flash / Actionscript
- QuarkXpress
- Microsoft Office
- HTML / CSS
- Javascript
- JQuery
- XML
- JSON
- PHP
- MySQL
- Drupal, Joomla, Mambo, Wordpress, Squarespace
- Video Editing
- Photography
- Drawing / Painting / Sculpture

HONORS

- **2016 AEO Excellence Award Winner** - Trade Show Marketing Campaign of the Year - Money20/20
- **2012 Brightcove Innovation Award** - Best Connected TV App - Manga Entertainment for Xbox
- **2010 Streamy Award** - 'How It Should Have Ended' website - (howitshouldhaveended.com)
- **2008 Webby Award** - Starz's '30 Second Bunny Theater' website - (starzbunniestheater.com)
- **Panelist on WCBS 660 News Radio Technology Seminar**, hosted by Joe Connolly, discussing the processes for small businesses to develop an online presence and optimize for search engine placement

EXPERIENCE

Freelance Creative Director & Designer (Jun '16 - Present)

Develop corporate identities, websites, marketing collateral, social media, event signage and publications for a variety of clients within the publishing, events, and financial technology industries.

Notable clients: tapReplay, Modo Payments, Agingo, CQ, Roll Call, Rosie Creamer Agency, Lakeshore Entertainment, Hornblow Group, Girlie Action

Senior Creative Director (contract) - Moven - New York, N.Y – (Sep '16 - Nov '16)

Spearheaded the rebranding of this fintech startup and implemented the new branding into traditional, digital and social media campaigns. Developed methods for customer engagement and retention as well as new customer acquisition.

Director of Marketing - Ubiquity Global Services - New York, N.Y – (Dec '15 - May '16)

Directed marketing efforts, budgets and marketing plans. Increased lead generation, and directed outlets for advertising and promotions, created press releases, increased online presence (web, social media, advertising), designed and developed industry event sponsorships and print advertising. Created branding for Ubiquity Global Services, and it's subsidiary, Ubiquity Software Solutions, as well as all creative and marketing materials.

Senior Creative Director - Money20/20 - New York, N.Y – (Dec '12 - Dec '15)

Managed and directed the creative department. Collaborated directly with the CEO and CMO to align marketing efforts with the creative processes and to develop the theme for each annual event. Led the design and development of all identity and branding, annual catalogue design, website, email blasts, print production, online advertising and social media integration. Managed installation of on-site elements and large scale signage including: wall clings, banners, kiosks, meterboards, etc. Developed and designed UX/UI for each annual event's mobile app, prototyping and adapting user flow based on trials and testing, achieving over 98% adoption rate and logging over 3,800 hours of usage in total over the course of the 4 day event.

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EXPERIENCE (cont'd)

Director of Web & Creative Services - Starz Media, LLC. - New York, N.Y. - (Feb '07 - Dec '12)

Led the creation of all graphic materials for the marketing & distribution of digital content with partners such as Amazon, Apple, Sony Playstation, Xbox, YouTube, Hulu, and others. Designed, produced and, maintained over 150 websites, including various database driven CMS websites for short form video content. Directed the creation of a Manga Xbox console application for the initial series of Xbox Live applications. Designed and developed Manga.com, a website based on the library of Manga Entertainment, which at its height had a user base of over 300,000 monthly users and readapted the UI/UX several times over the course of 4 years based on user data analytics and feedback.

Director of Digital Media - IDT Entertainment - Newark, N.J. - (Dec '05 to Feb '07)

Increased distribution and reduced costs by automating online processes for distribution of digital media. Led the design & production of trailer sites, feature production sites, and fan sites, as well as social and viral marketing. Managed digital video editing, audio/video compression, transcoding and DVD duplication processes.

Webmaster - IDT Corporation - Hackensack, N.J. - (Jun '99 to Dec '05)

Designed, produced and maintained all corporate websites, on-line campaigns and advertising. Created multimedia sales presentations and developed 3D models and animation for use in various projects. Managed and produced a collaborative project with the Newark Bears and NY/NJ Transit that resulted in the creation of IDT Entertainment, which was later sold to Liberty Media for \$180MM.

EDUCATION

Rhode Island School of Design - Providence, RI - B.F.A. - Graphic Design
