

# David Rand.

Senior Creative Director & Multimedia Designer

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I am a Creative Director & Multimedia Designer from New York who has worked in the industry for 19+ years, gaining experience in all forms of traditional and new media. I have a passion for creation... print, mobile, web, social media, video, animation, UX/UI the list goes on. I love to learn. In an industry that consistently changes, it is imperative to remain relevant in my work and technical knowledge, and I savor every new challenge and obstacle that comes my way.

## EDUCATION

**Rhode Island School of Design** (May '97) - B.F.A. - Graphic Design

## EXPERIENCE

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

Led the rebranding of this fintech startup and implemented the new branding into social media and online 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)

Managed marketing efforts, budgets and marketing plan. 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 materials used for each marketing outlet.

**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 as well as to develop the theme for each annual event. Led the 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, and eventually achieving over 98% adoption rate and logging over 3,800 hours of usage in total over the course of the 4 day event.

**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 console application for the Xbox's 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 users and readapted the UI/UX several times over the course of 4 years based on user flow statistics and user 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)

Solely responsible for the design, production and maintenance of 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.

## SKILLS

- Adobe Creative Suite
- Flash / AS3
- QuarkXpress
- Microsoft Office
- Final Cut
- Ableton Live
- Cinema 4D, and other 3D apps
- Typography
- Print
- Packaging Design
- Editorial Layout
- Book Publishing
- Photography
- Drawing / Painting / Sculpture
- HTML5
- CSS3
- SASS
- Javascript
- JQuery
- XML
- JSON
- PHP
- MySQL
- Some Ruby on Rails
- Responsive Design
- Mobile Web
- Drupal, Joomla, Mambo, Wordpress

## HONORS

- **2016 AEO Excellence Award Winner** for Trade Show Marketing Campaign of the Year
- **Brightcove Innovation Award** for Best Connected TV App - Manga Entertainment for Xbox
- **Webby Award** for the production & design of Starz's '30 Second Bunny Theater' website - (starzbunnitheater.com)
- **Streamy Award** for 'How It Should Have Ended' website - (howitshouldhaveended.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