

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
 - Email Campaigns
 - Social Media Campaigns
 - Book Publishing
 - Responsive / Mobile Web
 - Presentation Design
 - SEO / SEM
 - Microsoft Office
 - HTML / CSS
 - Javascript
 - JQuery
 - XML / JSON
 - PHP / MySQL
 - Drupal 5-9 / Acquia & Acquia Desktop
 - Wordpress, Shopify
 - Squarespace
 - Video Editing
 - Photography
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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
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EXPERIENCE

Global Solutions Consultant, Digital & Design - Finastra - remote – (Oct '21 - Present)

Design, maintain and enhance functionality of smart web, and mobile Universal Banking applications for the pre-sales/sales groups. Where applicable, design custom branded implementations of Universal Banking applications in order to demonstrate product and branding to potential clients. Develop and implement advertising to demonstrate Marketing Engine capabilities.

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

Develop corporate identities, Drupal websites (versions 7-9), marketing collateral, social media, event signage, packaging, 3D VR and interactive web experiences and publications for a variety of clients within the publishing, events, financial technology, pharmaceutical and entertainment industries.

Notable clients:

- **Delta News Hub** - redesigned their website to move from Drupal 7 to 8, and built custom search engine
- **Merck** - developed / designed full 3D interactive web experience using WebGL, three.js and javascript
- **Horizon Pharma** - created a full 360 Panoramic "convention" experience for their clients during Covid
- **Organic and Nature** - designed packaging for anti-microbial cleaning products
- **tapReplay** - developed the branding, website and email marketing for this multimedia startup
- **Lakeshore Entertainment** - designed the soundtrack cover for the movie "Fur: The imaginary Life of Diane Arbus"

Other notables: Modo Payments, Aingo, CQ, Roll Call, Rosie Creamer Agency, 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. Created email marketing campaigns using MailChimp.

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EXPERIENCE (cont'd)

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 its subsidiary, Ubiquity Software Solutions, as well as all creative and marketing materials. Developed website for both UGS & USS on the Drupal 8 / Acquia platforms.

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, Drupal based website, email blasts and marketing campaigns (using Marketo & Constant Contact), 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.

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 Drupal 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 multi-media 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
