

RAYMOND LOUIE

ART DIRECTOR | CREATIVE VISIONARY | GRAPHIC DESIGNER | PHOTOGRAPHER

30+ YEARS WORKING IN PUBLISHING, MARKETING, AD AGENCY, WEB DESIGN, COMMUNICATION/DEVELOPMENT DEPARTMENTS, & FREELANCE DESIGN | CREATIVE DIRECTION & OVERSIGHT | PRINT, DIGITAL & MULTIMEDIA DESIGN |

SUMMARY OF QUALIFICATIONS

- **Passionate, Experienced Art Director** with a successful track record leading art direction while achieving high levels of client satisfaction; adept in overseeing visual aspects of projects and offering design solutions when needed
- **Imaginative Multimedia Designer** with 30 years of experience in graphic design, including print and digital projects
- **Skilled Interpersonal Professional** who collaborates with clients to set objectives and ensure vision alignment
- **Results-Driven Project Manager** who sets deadlines and meets budget and time constraints successfully

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

INTERO DIGITAL (FORMERLY SOCIALSEO) | COLORADO SPRINGS, CO

October 2022 –Present

Art direct client and in-house video spots used in broadcast commercials, company websites, and social media placement. Design & produce social media display images and multimedia advertising campaigns (digital ads, eblast, direct mail, and printed POP promotional material). Manage multiple concurrent long- and short-term projects, often juggling up to 10 projects simultaneously while maintaining brand style guide adherence. Collaborate with vendors to produce collateral material on time and within budget. Foster client relationships, prioritizing client needs and goals.

ACHIEVEMENTS HIGHLIGHTS

Provide leadership and expertise. Explained the value of the graphic design items (email, newsletters, and print collateral materials) beyond the popular social media ads and images associated with digital marketing. Mentored employees to develop the graphic design skills needed to create strong social media ads for clients; created graphic design presentations on basic design principles and taught staff how to apply those principles to images and ads on social media (Instagram, Twitter, Facebook, LinkedIn, and more)

In-house Projects. Managed collateral, print, and office wall décor when rebranding from SocialSEO to Intero Digital; in-house photographer for office portraits, social media photos, and product photography for Amazon seller clients.

Vodaland. Created new social media images, animated gifs, and Google ads for a national trade and engineering company working in the collection, purification, drainage, engineering, and landscaping; images used on LinkedIn, Facebook, and Google have increased 1.5% more click-throughs to their product page.

Bahamian AML Foods Limited Retail Brands. Created new monthly social media images for retail brands.

Sera Tech. Created new monthly social media designs for a HVAC and plumbing field service management software company.

Fairfield Geotechnologies. Created weekly social media designs for a Houston-based company that provides a range of seismic data acquisition, processing, and interpretation services to the oil and gas industry.

Dollar Days is a wholesaler company that provides bulk quality products for charitable outreach efforts, storefronts, fundraisers and more. Redesigned product landing pages and art directed and created social media promotional images for monthly sales campaign.

FREELANCE GRAPHIC DESIGNER & PROFESSIONAL PHOTOGRAPHER

RAY LOUIE PHOTOGRAPHY & DESIGN | COLORADO SPRINGS, CO

August 1991 –Present

Complete design & photography projects for a wide variety of clients, including US Figure Skating, Graham Oleson Advertising, AdPro, St. Mary's High School, American Sheep Industry Association, and the Professional Rodeo Cowboys Association. Design and produce HTML5 digital banners, multimedia advertising campaigns (digital ads, eblast, direct mail, and assorted printed POP for campaign promotion). Art direction and storyboard creation for monthly video promotion for various automotive dealerships and dealership associations. Perform site maintenance and improvement (HTML/CSS), train new designers in Adobe Animate banner designs and HTML5 coding, and network with clients to maintain long-term connections.

ACHIEVEMENTS HIGHLIGHTS

Chalmers Ford is an Albuquerque-based automotive dealership that runs a monthly multimedia advertising campaign featuring Ford's monthly specials and certified pre-owned vehicles. The campaign includes art direction, logo design, HTML5 digital ads, website banners, printed promotions, commercial storyboards and art direction for local broadcasts.

Colorado Springs Advertising Agency. Redesigned the AD360 logo, modernizing and simplifying the design.

National Finals Rodeo Project. Designed the 50th anniversary coffee table book, including the front and back covers, spine design, inside page layouts, photo collages, & statistical table.

Colorado Springs Chinese Cultural Institute. Selected to design Chinese New Year zodiac animal logo and collateral, including promotional posters, digital and newspaper advertising, and the event program (2011 – 2023).

Red Noland Auto Group. Design animated Facebook stories and Instagram reels; create monthly promotions for brands including Cadillac, Jaguar, Land Rover, and Infiniti.

SENIOR GRAPHIC DESIGNER

GRAHAM OLESON: AUTOMOTIVE ADVERTISING | COLORADO SPRINGS, CO

September 2003 – October 2022

Served as creative lead on Tier II Honda and Toyota dealer associations and Tier III car dealers (Chalmers Ford, Phil Long Dealerships, Hometown Motors, Walker Renton Mazda, and Subaru). Designed/produced HTML5 digital banners and multimedia advertising campaigns. Performed website maintenance and improvement; trained new web designers.

ACHIEVEMENTS HIGHLIGHTS

ENT Credit Union. Created UI/UX interactive consumer instructional electronic guide; designed and programmed step-by-step manual on how to use e-banking system using Flash and JavaScript; included voice narration.

Kansas Honda Dealer Associations/Northern Nevada Honda Association. Design and animate HTML5 weather-related digital advertisement featured on local television weather page website.

UCCS Lifetime Entrepreneurship Award Celebration. Designed campaign for the 2012 award celebration luncheon, including collateral (program, vinyl banners, and tabletop centerpiece).

**ADDITIONAL
EXPERIENCE**

ART DIRECTOR/GRAPHIC DESIGNER

PROFESSIONAL RODEO COWBOYS ASSOCIATION | COLORADO SPRINGS, CO

1997 – 2003

Created/designed National Finals Rodeo event program and promotion poster; designed National Finals Rodeo event insert (published in USA Today newspaper); redesigned tabloid bi-weekly newspaper to a monthly full color magazine featuring editorials and rodeo results.

**AREAS OF
EXPERTISE**

Art Direction with Photographers, Graphic Designers, Videographers, and Editors • Creative Marketing • Marketing Asset Development • Branding • Advertising Campaigns • Client Relationship Management • Promotional Marketing • Logos Design • Typography • Color Theory • Composition • Quality/Compliance Control

• Print Design – Promotional Brochures, Magazines (Editorial Design), Posters, Billboards, and Trade Show Graphics and Design

• Web & Digital Design – HTML5 Animated Ads, Banners, Social Media Promotional Images, Website Content & Development • Landing Pages • Email Template Design • MailChimp

• Motion/Video Design – Digital & Broadcast Storyboards, Short 10-15 Sec. Social Media Retail Reels, Art Direction, and Producing Broadcast Spots, Art Direction on Video Shoots

• Production & Prepress Print Ready Files • Project Management with both Digital & Print Media, including Printer Bids & Estimates • Vendor Management: Digital – Sizmek Ad Suite & Google Ads MAC OS • Adobe Creative Cloud (Photoshop | InDesign | Illustrator | Animate | AfterEffect | Premiere Pro | Dreamweaver) • Microsoft Office Suite • Content Management System (CMS) – Wordpress & Joomla • HTML • CSS • Javascript • PHP • Adobe XD • Figma

EDUCATION

BACHELOR OF ARTS WITH GRAPHIC DESIGN EMPHASIS

University of Arizona | Tucson, Arizona

**PROFESSIONAL
AFFILIATIONS**

American Institute of Graphics Arts, Member

American Advertising Federation (AAF) Colorado Springs, Member

Professional Photographers of America, Member

Professional Photographers Guild of Colorado Springs, Member