



RANI YOUNG

SENIOR DESIGNER • CREATIVE DIRECTOR • ART DIRECTOR

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| Chicago

CLIENTS

- Chicago Convention & Tourism Bureau
- Fidelity Investments
- Harley-Davidson
- Herman Miller
- Hewlett Packard
- Hyatt Hotels
- LSI Aerospace
- Microsoft Creative Group
- Northwestern University
- Omni Hotels & Resorts
- The Beverly Hilton

SOFTWARE

- After Effects
- Bridge
- Illustrator
- InDesign
- Keynote
- Lightroom
- Logic Pro
- Photoshop
- PowerPoint
- Microsoft Excel
- Microsoft Word

EDUCATION

The School of the Art Institute of Chicago
Post-Baccalaureate,
Art & Technology Studies

Colorado State University
BFA, Graphic Design
Minor: Business

PROFESSIONAL PROFILE

A passionate, energetic designer with 15+ years experience initiating and managing large projects. Big picture thinker with high attention to detail. Independent and collaborative. Encourages others to follow their passions, break through blocks, and find the most efficient way to get the job done. Known for innovative design solutions and loyal, long-term clients. Seeking to bring my enthusiasm, design and management skills, and entrepreneurial work ethic to a dynamic workplace.

RELEVANT EXPERIENCE

Senior Graphic Designer (contract)

Encore Event Technologies | Chicago, 2010–present

Conceptualize, design and execute print and digital deliverables, working directly with the Creative Director to manage multiple jobs under tight deadlines.

- 8 years as creative lead for Omni Hotels' Sales Leadership Awards gala. Project manage all stages, from initial client meetings to concepting and execution. Design all event graphics: event logo, awards show slides, large-scale projected backdrop videos, printed invitations and lanyards, and digital assets.
- Design corporate marketing collateral and print materials based on new brand guidelines, following and interpreting across multiple media channels.
- Work with external printers to gather bids, prepare press-ready files, ensure deadlines are met, and materials are printed correctly and within budget.
- Edit/proof and provide copywriting when needed.

Associate Creative Director

AVT/The Creative Effort | Chicago, 2007–2010

Concepted and designed a wide array of creative projects, including print, digital, new technology integration, and event design and production.

- Managed projects from concept to completion through all production and approval stages, working closely with clients and the Creative Director.
- Art directed junior designers, freelancers, and web development teams as needed.
- Responsible for quality control and adherence to brand standards.
- Designed multiple interactive projects, including website redesign for The Beverly Hilton. Responsibilities included UX and UI design, digital assets, and management of a remote team of developers.
- Researched, concepted and designed digital signage advertising and wayfinding systems at over 15 locations. Clients included hotels, finance, and aerospace.
- 3 years as Creative Director for the Chicago Convention and Tourism Bureau's annual fundraising gala. Proposed/pitched video chandelier system, designed all screen content, managed video producers, and ran slide content during shows. Co-produced and called the show on headset the first year.
- Researched competitive markets, created mockups, designed, and co-wrote proposals for new business development, including a proposal that secured a multimillion-dollar contract with Hilton International.

SKILLS

- Ad campaigns
- Award show graphics
- Branded environments
- Brochures/sales collateral
- Color correction
- Copywriting
- Creative direction
- Digital illustration
- Digital signage/wayfinding
- Environmental design
- Event identity, invitations, signage, merchandise
- Motion graphics
- Outdoor billboards
- Photo retouching
- Presentation graphics
- Print production/prepress
- Project management
- Storyboarding
- UX/UI, web design

ATTRIBUTES

- Collaborative team player
- Conceptual mindset
- Creative, analytical thinker
- High level of integrity
- Highly attentive to detail
- Independently motivated
- Inspiring leader/manager
- Resourceful, flexible
- Strong communication and interpersonal skills

INTERESTS

- Audio/sound editing
- Fashion design
- Interior design
- Oil painting
- Performance/singing
- Sherlock Holmes

RELEVANT EXPERIENCE (CONTINUED)

Freelance Graphic Designer

Various clients | Chicago, 2002-2007

Provided all levels of design and art direction services, from initial client meetings to creation of design deliverables. Work included print collateral, presentation design, short-form video, and motion graphics/broadcast design.

Software Instructor (Adobe Creative Suite)

Various locations | Chicago, 2007-present

Offer individual and group training/tutoring sessions in Adobe Photoshop, Illustrator, After Effects, and InDesign. Developed curricula for group training workshops, corporate consulting, and individual tutoring. Over 200 students.

ADDITIONAL EXPERIENCE

Owner/Founder

Resistor | Chicago, 2016-2018

Founded and solely ran a mixed-use space dedicated to music and art promotion through live events, gallery shows, art instruction and space rental to creative groups.

- Renovated two existing storefronts, including: redesigning spaces, constructing walls and rooms, painting, hiring electrical services, and managing volunteers.
- Designed website, managed business promotion, marketing, and event scheduling.
- Booked bands and other performance groups to play the space weekly, promoted events, manned the door, set up and ran sound and a/v for each performance.
- Taught painting workshops. Marketed ongoing classes via Groupon and managed signups. Over 700 students during the run of the business.
- Managed space rental for groups, providing audiovisual equipment and support services. Ran a/v equipment (mixing board, mics, video projection) as needed.

Co-Founder/Consultant

Transistor | Chicago, 2009-2017

Co-founded a unique gallery/shop/performance space which is still in business and located in the Andersonville neighborhood of Chicago.

- Created visual identity and designed branding materials including signage, events collateral, marketing materials, advertisements and digital media.
- Curated, installed and managed the work of over 70 artists and contributors.
- Co-managed wholesale purchasing of books, records, electronic instruments, and artwork from various vendors and set up inventory and barcode systems.
- Managed a weekly performance series and hosted an arts interview radio show.
- Designed and constructed a stage for live performances and various other retail display furniture, shelving, and accessories.
- Taught art and design classes and workshops to over 300 students. Recruited and managed additional instructors who offered art and technology courses. In charge of schedules, payments, and course marketing and signups.
- Featured in Time Out Chicago, The Reader, and the New York Times.