

## **RON CRITTENDON**

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### **PROFESSIONAL PROFILE**

Talented graphic and web design professional with 15 years of experience building brands and solving complex communications challenges. Adept at creating visual solutions that align with strategic business objectives. Skilled at managing all brand development phases, including assessment, design and implementation. Seeking a company that demands high quality design to further business goals and professional image.

### **SKILLS SUMMARY**

InDesign | Photoshop | Illustrator | Dreamweaver | WordPress | QuarkXpress | Final Cut  
Brand Identity | Print Design | UI Design | Art Direction | HTML | CMS | Social Media

### **PROFESSIONAL EXPERIENCE**

**Julien Anderson Inc.** | Sterling, VA | May 2009 – Present

#### **Freelance Graphic Designer**

Successfully manage and coordinate graphic and web design projects from concept through completion. Work closely with clients to create vision, conceive designs and consistently meet deadlines and requirements.

- Managed a wide variety of design projects from start to finish including print graphics, large-scale signage, website design and development, social media strategies, video production and much more.
- Coordinated freelance designers, consultants and vendors to meet all project requirements.
- Designed and developed HTML pages with WordPress and CSS for developers implementing javascript for websites and web applications
- Worked on content management systems (CMS), web applications and intranets.
- Created search engine optimized websites. Consulted with clients on re-programming their sites to be SEO friendly and implemented the process.
- Monitored posts from Facebook and Twitter fans to address customer feedback.

**McKenna Long & Aldridge, LLP** | Washington, DC | May 2007 – February 2009

#### **Creative Manager**

Lead graphic designer for in-house legal marketing department translating subject matter into concrete design for sales and marketing campaigns. Executed design and planning for collateral, identity, promotional displays, signage, presentation and online projects. Coordinated designers, consultants and vendors to meet all project requirements.

- Awarded a Certificate of Finalist Recognition for 'Best 2007 Annual Report' in The International Business Awards (also referred to as the Stevies®)
- Directed and produced internal communications to guide law firm through rebrand.

- Successfully designed and developed corporate identity (standards guide) and apply to all corporate materials including annual report, tradeshow graphics, PowerPoint presentations, manuals, binders, conference graphics, business cards, brochures, html email campaigns, website banners, direct mailers and magazine ads
- Managed press checks, art directed photo shoots, successfully supervised team design efforts which resulted increased productivity and cost reduction
- Produced and presented creative concepts and current marketing analyses in monthly meetings with management while establishing alliances across corporate divisions.

**District of Columbia Energy Office** | Washington, DC | February 2005 – April 2007

**Senior Graphic Designer**

Designed and directed agency brand identity programs. Advised management team on recommended brand strategies and design solutions. Created logos, identity guidelines, print materials, stationery systems, vehicle identification, signage and promotional videos.

- Developed and managed methodology for designing and creating marketing collateral, which furthered agency brand and reduced overall production time and costs.
- Designed vehicle graphics for the initial fleet of hybrid cars for the Energy Office.
- Ability to work in a fast-paced environment and manage multiple projects and staff.

**Powergraphix Inc.** | Washington, DC | July 1996 – January 2005

**Graphic Designer**

Responsible for the total design needs of clients including management of technical and creative resources to deliver complete solutions. Conceptualized and designed graphics to support client needs including ads, brochures, posters, signage, newsletters, large-scale displays and die-cut invitations.

- Assisted small businesses with development of visual identity and marketing strategy.
- Designed an assortment of direct mail pieces for the 1996 Olympics. In Atlanta.
- Coordinated production for all print materials with printer in regard to quote submissions/negotiations, time scheduling and quality press checks.
- Led and managed creative marketing efforts for more than 12 direct mail campaigns.

**EDUCATIONAL BACKGROUND**

2006 American University | Visual Communications

2004 Northern Virginia Community College | Graphic and Liberal Arts Courses

See my online portfolio at: [www.thatgraphicsguy.com](http://www.thatgraphicsguy.com)