

RONNY ALEXANDER SOLANO

43 Sunrise Avenue / Trumbull, CT 06611 / 203.247.3537 / ronny.solano@gmail.com

EXPERIENCE *Art Director/Senior Designer (Freelance) - Multiple Clients / Aug09 - Present*

LEGO Systems

- + Collaborate with marketing team on conceiving and art direction of brand retail channel - nationally and internationally.
- + Design store communications, event signage, grand opening collateral (clothing illustrations, direct mail communication, product packaging and promotional materials).
- + Develop concept art for packaging and print comics for various product lines.
- + Concept, develop, design and write Star Wars print comics.
- + Oversee team of freelance staff on brand retails projects.
- + Create print design and clothing illustrations for LEGO Club publications and LEGO Shop At Home groups.
- + Develop successful projects within group budgets and timelines.

MacDermid

- + Art direction and design of all company projects for multiple channels - client communications, events, advertising and promotional items.
- + Design brochures, posters, sales sheets, advertising, graphics for video and product line identities.
- + Collaborate with teams (marketing and scientists) to create impactful messaging of all new company initiatives and products.
- + Work carries global presence - US, Europe and Asia.

Additional Clients: Norwalk Pizza & Pasta, Delta Windows and Doors, LBS OFF Fitness, Smorgasbord Records, Achiron McTigue Group, iEngineering, Magjak, B. Rogers Home Restorations, Chess Club of Fairfield County, Parks Heating & Design, Westfair Fuel, LogoWrap LLC, No Image and Big Moon (bands).

Art Director/Senior Designer - SFA Marketing / Trumbull, CT / Mar06 - Aug09

- + Conceptualized, art directed, designed and produced high-impact B2B and B2C marketing initiatives for a large roster of clients in the pharmaceutical, technology, finance, logistics, entertainment and retail industries.
- + Maintained client needs, costs, production schedules and quality control over several projects.
- + Created logos, brochures, posters, advertising, tradeshow signage/kiosks, web sites, html email blasts, animations and 3D model renderings, as well as photograph and retouch products, models and scenes.
- + Managed staff of four: two production artists and two freelance designers.
- + Art directed and designed total rebranding of Supply Technologies - one of the world's largest supply chain and logistics companies (formerly known as Integrated Logistics Solutions) - which included a new identity, web site, corporate and client communications and the launch of the company's first ever advertising campaign.
- + Conceptualized and designed brand recalibration of the Raymond Corporation - North America's largest electric fork lift manufacturers with over \$60M in annual earnings.

Senior Graphic Designer - InBev USA / Norwalk, CT / Nov02 - Mar06

- + Collaborated with marketing and sales departments to create specific projects for regional and national use.
- + Designed all corporate and brand specific sales communications - 22 brands in company portfolio.
- + Created logos for special edition beers and joint promotional sponsorships and point-of-sale for regional events.
- + Led and assisted on product photo shoots, and attended press checks to proof for color and content.
- + Developed and implemented process innovations that help streamline business and reduce costs.
- + Designed materials and worked with agencies to produce visuals for National Sales Meeting - over 1,000 attendees.
- + Mentored and supervised junior designer and freelance staff on projects.
- + Art directed, designed and produced annual corporate projects consisting of graphic standards manuals, custom point-of-sale collections and promotion planning guide brochure.
- + Digitally photographed and retouched products and point-of-sale for communications.
- + Lead role in developing, launching and maintaining the X-Drive - digital public storage library for all company brand identities, packaging photography and point-of-sale materials for use by entire national sales and marketing force.

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EXPERIENCE

Graphic Designer - Right Source / Wilton, CT / Feb01 - Nov02

- + Designed logos, ads, flyers, brochures, posters, web sites, promotional items, animations and tradeshow signage.
- + Handled creation of all Learning Services collateral, including national advertising and IBM training course catalog.
- + Managed projects for clients such as: IBM, HP, BMC Software, Compaq, GE and General Motors.
- + Proposed and implemented projects to improve company message and positioning.

Graphic Designer - priceline.com / Norwalk, CT / Feb00 - Dec00

- + Collaborated on project ideas with marketing staff and product department leaders.
- + Designed brochures, logos, ads, flyers and web graphics, as well as posters and signage for major company events.

Graphic Designer - Alphagraphics / Norwalk, CT / Feb98 - Feb00

- + Designed brochures, logos, ads, flyers and handled prepress on all jobs.
- + Maintained and upgraded client project library and all workstations.

SKILLS

Mac & PC: Illustrator, Photoshop, InDesign, Quark Xpress, DreamWeaver. Proficiency in Cinema 4D and Flash. Ability to offer smart solutions and exceptional design to a wide ranges of projects in any budget and time structure. Fluent in Spanish.

EDUCATION

University of Connecticut, Storrs, CT / B.A. Journalism - Dec95

Norwalk Community Technical College, Norwalk, CT / Graphic Design Certificate - Sep98

The School of Visual Arts, New York, NY / Continuing Education in Design Principals - Jan00 - Jun04

REFERENCES

Please visit rempireinc.com to view my portfolio. References available upon request.