ETIENNE RANC | Graphic Designer

etienneranc@gmail.com

EMPLOYMENT HISTORY

ASSOCIATE CREATIVE DIRECTOR | TREVIÑO CREATIVO

Oct 2018 – Present

Advertising and design studio based in Mexicali, Mexico.

Same responsibilities of my prior art director position in the company, plus: Direct and review all work from the creative department which comprise social media work like Facebook posts and videos, corporate identity, collateral design and advertising campaings (POP, traditional and digital billboards, radio spots, print and digital ads); work closely with account managers to deliver work in a timely manner and on time; interview creative talent and advise the general director on who to hire; evaluate graphic designers in the team in order to asses their current performance and help them improve all-around. Inspire and mentor the team.

Key Skills: Creative Direction | Art Direction | Graphic Design | Visual Branding | Advertising | Front-End Web Design | Photoshop | Illustrator | InDesign | Wix | Project Management | Marketing | Copywriting | Brand Management | Recruitment

ART DIRECTOR | TREVIÑO CREATIVO

Jan 2017 – Sep 2018

Advertising and design studio based in Mexicali, Mexico.

I worked closely with the executive creative director, creative team and account managers designing for diverse clients, mainly: gasoline stations, hardware retailers, grocery retailers and wholesalers and agricultural production and sale. I was involved mostly from the initial visual interpretation to final execution. I was also responsible for supervising the visual unity of almost all design projects; constantly checked, revised and commented on the work of the creative team to offer input and improve projects; teached, mentored and inspired the creative team; brainstorming sessions with the executive creative director to generate concepts for integrated ad campaigns; advised the executive creative director, copywriter and account managers; revised, modified and/or helped the copywriter with their work whenever possible; supported account managers at client presentations; created logotype projects from the concept of each logo proposal, the general strategy and presentation to final execution and development of the identity.

Key Skills: Art Direction | Graphic Design | Visual Branding | Advertising | Front-End Web Design | Photoshop | Illustrator | InDesign | Wix | Project Management | Marketing | Copywriting

SENIOR DESIGNER | TREVIÑO CREATIVO

Jan 2008 – Jan 2009 | Apr 2010 – Dic 2016

Advertising and design studio based in Mexicali, Mexico.

Working closely with the creative team and account managers, I was responsible for a variety of design pieces, sometimes from initial visual interpretation of the concept to final execution. These designs could range from stand-alone ad work or part of a campaign, integrated identity system, creation of logos, branding of buildings or storefronts, design of websites and project presentations mostly.

Key Skills: Graphic Design | Visual Branding | Advertising | Front-End Web Design | Dreamweaver | Flash | ActionScript | HTML/CSS | Photoshop | Illustrator | InDesign | Wix | Shopify

14 Dec, 1975 | **Mexican and French**
Date of Birth | *Nationality*

PROFILE

I've worked in Graphic Design since 1999. Creative and art director with 6+ years of experience directing and supporting a creative team, overseeing all design aspects of work. Senior graphic design specialist with 16+ years of experience working on all design processes, from conceptualization to delivery.

CONTACT

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Cell Phone | *Website*

/in/etienneranc/ | **/rancdesign**

LANGUAGES

English | Full professional proficiency

Spanish | Native language

ACHIEVEMENTS

LogoLounge Publication | Aug, 2022
1 logo design published in the LogoLounge Book 13.

LogoLounge Publication | Jul, 2011
2 logo designs published in the LogoLounge Master Library Vol. 3.

EDUCATION

Design School of the National Institute of Fine Arts | 2003 – 2004
Specialty in Multimedia Design
Mexico City, Mexico.

Design School of the National Institute of Fine Arts | 1995 – 2000
Coursework in Graphic Design
Mexico City, Mexico.

CETYS | 1992 – 1994
High School
Mexicali, Mexico.

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EMPLOYMENT HISTORY

SENIOR DESIGNER | BRAND CENTRAL

Feb 2005 – Aug 2006

Branding and design agency based in Beirut, Lebanon.

I worked closely with the creative director, design director and account executive. I was mostly responsible for the creation of logos for diverse clients in varied industries like real estate, retail, tourism, airline, politics, city branding, banking, communications, education, energy and entertainment. I was also involved in the development of the corporate identity and branding of some of these clients. I was in charge of the design of all website and multimedia projects. I occasionally design directed projects working close with the involved designers. At times I supported the account executive in meetings presenting design work to the client.

As a foreigner, I had to adapt to a new culture and communicate 100% of the time in English with my coworkers, suppliers and clients. Nevertheless, I learned a bit of Lebanese (Arabic) just to get by on everyday things.

Key Skills: Graphic Design | Visual Branding | Front-End Web and Multimedia Design | Photoshop | Illustrator | Flash | ActionScript | Information Architecture | Project Management

GRAPHIC DESIGNER | PUNTO PEN

Feb 2001 – Jan 2004

Web design studio focusing on the health industry based in Mexico City, Mexico.

I mostly worked on website projects ranging several activities like online stores, online communities, hospital and pharmaceutical websites. I also created logos, corporate identities, Flash animations, digital banners and printed media. I had to work closely with programmers and coders to ensure the front-end web design was true to the original design. I occasionally design directed projects where other designers were involved.

Key Skills: Graphic Design | Front-End Web and Multimedia Design | Photoshop | Illustrator | Dreamweaver | Fireworks | Flash | ActionScript | HTML/CSS | Information Architecture

SOFTWARE

Photoshop	Advanced
Illustrator	Advanced
Wix Editor	Intermediate
Indesign	Intermediate
Dreamweaver	Intermediate
Shopify	Basic
After Effects	Basic
Premiere	Basic
Microsoft Office	Basic
Google Docs, Sheets, Slides	Basic
Apple Keynote, Pages, Garageband	Basic
HTML/CSS	Basic