

REDLOGICDESIGN

Russell A. Broadstone

Web | Graphic | Interactive Media

russell@redlogicdesign.com

www.redlogicdesign.com

(949) 291-7439

Personal Statement / Objective:

I am a creative and enthusiastic Designer with a passion for aesthetics and their impact on society. I specialize in Graphic and Web Design with a strong interest in Advertising, Marketing, Production and Business Development. I am committed to the success of my employer and providing quality work.

Experience

Red Logic Design

Independent Web, Graphic Designer •
2009 – Present

- Design and develop websites using the latest principals and UX/UI techniques from wireframes / user flows to testing and setting live the final product.
- Utilizing all of Adobe Suite, Microsoft Office, Final Cut, Pro Tools, Photography, Typography, Illustration, UX, UI and Mobile Application Design, HTML, CSS.

Local.com

Web / Graphic Designer • 2011 – 2013

- Sole designer for a nationwide corporation, managing the strategic aesthetic design for all clients.
- Designed template for client websites.
- Managed entire image gallery of more than 6,000 images.
- Designed banner ads for clients to be displayed on Local.com website.
- Designed logos for clients where needed.

- Designed custom background images for client Twitter and Facebook accounts.
- Provide Maintenance and enhancements of websites / templates, marketing / promotional material using Photoshop and Illustrator. Basic Front-end development using HTML, XHTML, CSS.

Ender Technology

Web / Graphic Designer • 2010 – 2011

- Design UX / UI, wire frames, layouts and concepts using Fireworks and Photoshop.
- Provided HTML email template design and development.
- Basic Front-end development using HTML, XHTML, CSS
- Cross platform and browser testing E-commerce and Marketing Experience

Spark Network Limited

Contract Web / Graphic Designer • 2010

- Design marketing/promotional material (banners, landing pages and emails for JDate) using Photoshop and Illustrator, HTML and CSS.

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Technical Proficiency

Operating Systems:

Mac / PC

Applications:

Adobe Suite CS5 (Photoshop, Illustrator, InDesign, Fireworks, After Effects, Flash, Dreamweaver) Final Cut Pro, DVD Studio Pro, Pro Tools, Microsoft Office (Word, Outlook, Excel, PowerPoint)

Languages:

HTML, CSS

Additional Skills:

Freehand Illustration, Visual Design, UX/UI, Information Architecture, Responsive Design, Print, Typography, Photography, WordPress, Joomla, Magento, Balsamiq, Axure, Wire Framing, Agile Process, Web 2.0

Education

Art Institute of California Los Angeles

Associate of Science Web Design & Interactive Media

February 2006 – June 2009

Saddleback Junior College

Associate of Science
Graphic Communications

September 2002 – May 2005

Interests

Outdoors, Sports, Concerts, Food, Technology, Film, Art, Life in general.