

# RYAN WAKEFIELD

## GRAPHIC AND MULTIMEDIA DESIGNER

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## PROFILE

I'm a graphic and multimedia designer with over 20 years of professional experience. I have worked for communications departments within the following industries: higher education, medical, public transit, and food service. I'm a creative and hard-working designer that will deliver a clean, modern look to every digital, video, or print project.

I am highly skilled with graphic and multimedia software including the following: Photoshop, Illustrator, InDesign, Premiere, After Effects, PowerPoint, and Dreamweaver. In addition, I have a talent for illustration, logo/branding design, web design, photography, and writing.

## EDUCATION

**BA Specializing in Graphic Design**  
University of Central Florida 2001

**AA Journalism and Communications**  
Polk State College 1998

**High School Diploma**  
Auburndale High School 1996

## WORK EXPERIENCE

### MULTIMEDIA DESIGNER

**USF College of Engineering / Tampa, FL / 2012 - present**

As a multimedia designer, I am tasked with the filming and editing of informative videos for the College of Engineering's faculty and administration. In addition, I assist with the design of event materials, PowerPoint presentations, logos, illustrations, event photography, print collateral, and perform website updates. I received an "Outstanding Staff Award" during my tenure at USF.

### GRAPHIC DESIGNER

**HPH Hospice / Hudson, FL / 2009 - 2012**

I was responsible for the design of print collateral including the following: brochures, posters, fliers, newspaper/magazine ads, and calendars. I also assisted with the maintenance of the company intranet website, digital photography, video editing, and PowerPoint presentations.

### GRAPHICS COORDINATOR

**Pinellas Suncoast Transit Authority / St. Petersburg, FL / 2006 - 2009**

I was tasked with the design of public transit bus wraps, advertisements, interior bus cards, logos, illustrations, and performed website updates for Pinellas County's public transit system. During my tenure, I spearheaded the redesign of PSTA's website implementing a more modern look. This site was the recipient of 1st place digital media and design awards from the Florida Public Transit Association (FPTA) for this project.

### PRODUCTION ARTIST / TOY DESIGNER

**JA-RU Toys / Jacksonville, FL / 2005 - 2006**

Job duties included the design of children's toys and their packaging. Other tasks included the design of catalog pages, logos, website updates, and product photography.

### GRAPHIC DESIGNER / MARKETING ASSISTANT

**Aramark at the University of Florida / Gainesville, FL / 2001 - 2005**

Responsible for the design of restaurant posters, menus, banners, brochures, logos, illustrations, and newsletters for the University of Florida's various dining facilities and convenience stores. I was also given the responsibility of digital photography and website updates.

## REFERENCES

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### **Robert H. Bishop, PhD**

Vice Chancellor for Engineering  
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### **Doug Freeman**

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### **Betsy Walton**

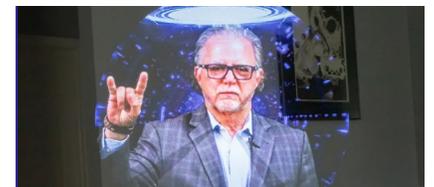
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USF's mascot, Rocky the Bull, has joined the Avengers! This is an illustration I created with Adobe Illustrator. I love superheroes and thought that Rocky was in need of his very own super suit equipped with impenetrable armor and flight capabilities.



USF's Engineering Honors is an important event that highlights the remarkable achievements of engineering alums, friends, and donors. Previously, the college hired outside videography companies to film and edit these videos, but that was a huge expense. This project gave me the opportunity to not only save the college money, but I found myself traveling to various states to film the honorees.



I was asked by the USF College of Engineering dean to find a way to create a hologram for an important meeting he was unable to attend. This is when I discovered the beauty of holofans and how they create the illusion of a hologram. This was a fun project and very few graphic/multimedia designers can say they have experience setting up a holofan presentation.

