

# ron severdia

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## Career Objective

A fast-paced and challenging position with a company that is focused on strong creative, client satisfaction, overachievement, and industry acknowledgement.

## Extensive Experience

### **Creative Director**, Landor Associates (3.2007 to 6.2007)

- As part of the overall rebranding of Citibank, conceived & designed an intranet containing branding best practices, online interactive WebZine, executive blogs, and feature-rich forums for brand engagement activities.
- Set design standards for the redesign and unification of Citibank.com and its over 3,000 subsidiary sites.
- Developed & designed a content management system for the management of Citibank's guidelines & assets.
- Defined a new digital standards system for the online usage of the Citibank brand.

### **Senior Art Director/Creative Director** (1.2004 to present)

- Designed identity and website for First Lady Maria Shriver and her initiative, the California Service Corps.
- Created design guidelines and campaigns for the IT sector launch of the Nokia E62 SmartPhone.
- Designed a database-driven website and identity for SHN's "Best of Broadway."
- Designed and built a Flash-based, complex eLearning DVD & website for use with Intuitive Surgical's new robotic surgical devices.
- Created and designed animation systems & guidelines for all interactive work created by Accenture.
- Conceived & designed accessory section of Verizon's website & online launch of Chaperone phone system.
- Conceived and designed interactive campaign (incl. radio spots) for the launch of Yahoo! PhotoMail.
- Conceived and designed a contest-based campaign for the PodShow.com launch, co-branded by Earthlink.
- Conceived and designed multimedia interstitials for the launch of Sprint PowerVision.
- Developed interactive campaign for Gateway promoting digital signage solutions.
- Created interactive campaign for the launch of FIFA Street Soccer for Electronic Arts.
- Designed a dynamically updating interactive campaign for Capital One.
- Art directed and designed complex eLearning solutions for employee training at Ingersoll-Rand.
- Developed icon system for travel at Walmart.com.
- Designed data-driven solutions for clients of Nimblefish such as Lowe's Home Improvement, Apple Computers, Gartner, and CORT, which focused on customer-centric, targeted print & interactive campaigns.

### **Senior Designer**, Genetic Savings & Clone (2.2003 to 12.2003)

- Built infrastructure and process for creative projects.
- Designed the GSC and Ovature identity systems, including all general marketing collateral.
- Developed the GSC website, gene banking ordering system, and print collateral.
- Developed and implemented quarterly Greenlight presentations to stockholders.
- Conceived and designed Clonesoft™, a web-based application for clone services management.
- Performed web and print services for sister companies and affiliates.

### **Senior Art Director/Usability Consultant** (7.2002 to 1.2003)

- Acted as Usability & GUI Consultant for Microsoft TV.
- Art directed the interactive "College" campaign for Western Union.
- Designed the QII identity, which is used on over 3,000 product packages and co-branding efforts.

### **Creative Director/Design Director**, Delaplaine Creative (5.2001 to 6.2002)

- Established and implemented a brand revitalization plan for the Mercedes G.Wagen, which included an identity refinement, a web site, and print campaign.
- Designed interactive solutions for Saab, including a web site refresh, banners, and promotional materials.
- Cooperated with Landor Associates on the identity redesign and rebranding of the S.F. Opera.
- Contributed to the development and research of Wings, the top-tier eLearning games in cognitive learning.
- Acted as Usability Specialist for the redesign of the Adobe Studio.

**Designer & Developer**, Landor Associates (1.2001 to 5.2001)

- Designed and developed an online solution for best practices and media asset management using multiple technologies, including WebWare, for Hewlett-Packard.
- Developed interactive presentations for CoolTown, an interactive environmental promotion for Hewlett-Packard's vision of the future.
- Designed an interactive tool to aide in the packaging redesign and corporate rebranding of Hewlett-Packard.

**Senior Designer**, Glow (8.2000 to 1.2001)

- Implemented client and company's vision of interactive design and commerce solutions.
- Worked hands-on in a team of designers in developing creative web solutions.
- Spearheaded best practices for usability standards and user research protocols.
- Developed the Guardian Angel brand, and promoted the saliva-based alcohol test through a web site and promotional materials; performed visual auditing and research in creating a POS package design.
- Designed a web site for SatMetrix, moving them into UPSIDE's list of top 100 companies.
- Promoted Kensington, the input device leader, through interstitials and a web site redesign.

**Creative Director/Art Director**, Carpe Diem (9.1998 to 7.2000)

- Provided a liaison for international clients and local agencies, developing campaigns for print, television, radio, and the web.
- Created extensive print work; including brochures, packaging (presentations, launches, competitive analyses), and 30-sheet billboards.
- Built effective trade show environments for Lucent Technologies to promote the Definity® ProLogix™ line and conceptualized the "Communications Revolution" campaign, increasing brand awareness by 35%.
- Led pharmaceutical company Bristol-Myers through an identity revitalization and the creation of accompanying print collateral in addition to developing their sub-brand ConvaTec.
- Revitalized the American Bar Association identity and created print collateral for ABA-CEELI.
- Designed the Drupa identity (the largest printing exhibition in the world), which attracted an attendance of over 428,000 people from 171 countries.
- Undertook the identity redesign of chemical manufacturer Neuber, which included product line restructuring, a naming system, brand strategy, and a website with integrated intranet.

**Creative Director**, DDB Needham (2.1996 to 8.1998)

- Promoted McDonald's in Eastern Europe through media campaigns and in-store promotional activities, including the "Founder's Day" promotion.
- Conceptualized, designed and created campaigns that promoted brands both online and offline.
- Measured the results of various advertising strategies, evaluated their effectiveness, and developed specific and targeted responses.
- Conducted seminars on interactive marketing.

**Copywriter**, Young & Rubicam (2.1993 to 1.1996)

- Wrote copy for the award-winning Schweppes "Talking Leopard" TV spot.
- Concepted the "It's Good To Be Thirsty" campaign for Heineken's Golden Pheasant beer, resulting in a 20% overall sales increase in the European market.
- Promoted Ericsson products through direct mail campaigns and trade show environments.

**Industry Recognition**

**Memberships:** IDSA (Industrial Designers Society of America), ACD (American Center for Design), written commentary for Advertising Age

**Awards:** GEO Award for Outstanding Achievement, Macromedia Site of the Day, Lycos Top 5% Site, NetGuide Platinum Site

**Speaking Engagements:** NBMA (Industry Panelist & Speaker), Memphis Chamber of Commerce/ELI (Interactive Branding Speaker)

**Technical Skills**

**Applications:** Photoshop, Illustrator, Flash (incl. ActionScripting), InDesign, Acrobat, Quark, DreamWeaver, Fireworks, Final Cut Pro & DVD SP

**Programming skills:** HTML, CSS, DHTML, XML, Javascript

**Solid Education**

B.A. in Communications, LSU,

Languages: German, Czech, Slovak and Italian