

DOUG RAPHAEL

QUALIFICATIONS SUMMARY

DOUG IS A SENIOR VISUAL DESIGNER that understands business requirements and produces engaging designs to address them. Uses visual storytelling to transform complex information into simple, understandable ideas for defined audiences. Collaborative self-starter that regularly own projects from start to finish. Comfortable communicating with stakeholders and engineering.

- » Redesigned the responsive Cesar.com (Mars pet food brand). Site launched September 2016.
- » Designed the user interface for Electrictrees.com solar sign-up form. Form includes seven unique flows and shows users potential savings compared with the utility company.
- » Designed comprehensive online/digital branding program for Fresno Housing Authority (\$110M+ agency). Hand coded (HTML, CSS, PHP) and integrated Wordpress to create fresnohousing.org, a 150+ page website that aligns with the branding that I completed.

Past Clients: Coca-Cola, Kmart, Adidas, Deloitte, Symantec, Investment Technology Group (ITG), Cesar (Mars), Subway, ClubMed, US Supermarkets, Salesforce.com Foundation

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|-----------------------------|-------------------------------|------------------------------|---------------------------------|
| RD Responsive Design | WF Wireframing | CD Creative Direction | WsF Workshop Facilitator |
| VD Visual Design | WD Web Development | ID Information Design | BC Business Collateral |
| UI/UX UI/UX Design | VS Visual Storytelling | BD Brand Development | GD Graphic Design |

EXPERIENCE

SEP 2016

Senior Visual Designer **RD** **VD** **WF** **VS**

SHOPKICK.COM (SHOPPING REWARDS APP)

- Refined and redesigned home page to bring forward partnerships
- Created responsive concepts for blog lists, blog posts, and blog search results pages
- Directed web developer on updates

DEC 2015,
MAR 2016

Senior Visual Designer **RD** **VD** **VS**

CESAR.COM (DOG FOOD - VIA BBDO AGENCY)

- Designed multiple responsive page templates including the home page, product pages with reviews, and blog pages
- Brought wireframes into alignment with recognized web standards

SEP 2014 -
PRESENT

Sr. Visual Designer (PART-TIME) **RD** **VD** **UI/UX** **WF** **WD** **VS** **CD** **GD**

ELECTRICTREES (SOLAR AND EV CHARGING START-UP) • SAN FRANCISCO

- Designed three step sign-up form that pre-qualifies user based on their address and shows an estimate of their electricity savings by accessing their utility information
- Wireframed / themed all screens, including the account dashboard, account information, and payments area
- Designed beta of electrictrees.com and parent company, powertreeservices.com, both responsive websites
- Storyboarded and built home page animation

JUL 2013 -
PRESENT

Owner **RD** **VD** **UI/UX** **WF** **WD** **VS** **CD** **ID** **BD** **WsF** **BC** **GD**

THINKDOUG.COM • OAKLAND

- Visual storyteller that improves how businesses communicate by pushing them to be more human and transparent
- Facilitate mindmapping sessions with clients to understand their business and reveal story opportunities
- Manage and direct a team of sub-contractors
- Clients: Shopkick.com, Cesar.com, Brechtel, Powertree Services, Electrictrees.com, Cheezburger.com, Domeg, First Republic, RentSFNow.com, CityHealth Urgent Care, Emergency Medicine Scribe Systems, Podesta Design Build, Richman Law Group, Lawrence Rugg Architecture, Datasift

TOOLS



INDESIGN
(10+ YRS)



ILLUSTRATOR
(10+ YRS)



PHOTOSHOP
(10+ YRS)



PREMIERE



EDGE INSPECT



WORDPRESS



CHROME DEV



BROWSERSTACK



TEXTMATE



POWER POINT



WORD



EXCEL



SKETCH



INVISION



BALSAMIQ

DEV



CSS



HTML



JAVASCRIPT
(BEGINNER)



PHP
(BEGINNER)

CONTACT DOUG



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5781 SCARBOROUGH DRIVE
OAKLAND, CALIFORNIA

RD Responsive Design

VD Visual Design

UI/UX UI/UX Design

WF Wireframing

WD Web Development

VS Visual Storytelling

CD Creative Direction

ID Information Design

BD Brand Development

WsF Workshop Facilitator

BC Business Collateral

GD Graphic Design

EXPERIENCE (CONTINUED)

JUL 2013 –
FEB 2015

Senior Visual Designer **RD** **VD** **UI/UX** **WD** **VS** **CD** **BD** **WsF** **GD**

BRECHTEL (MANUFACTURES TECH THAT STUDIES AIR PARTICLES) • HAYWARD

- Designed new logo that more closely represents the company
- Designed the new responsive website that brings products and product information forward
- Shot custom photography of manufacturing area and staff to bring forward the human side of the company and show some personality
- Designed e-newsletter and tradebooth graphics

MAR 2007 –
JUNE 2013

Senior Visual Designer **VD** **UI/UX** **WD** **VS** **ID** **BD** **BC** **GD**

FERN TIGER ASSOCIATES • OAKLAND

- Worked closely with Creative Director and clients throughout projects, including developing creative strategy, ideating concepts, originating design direction, and presenting deliverables
- FresnoHousing.org (\$110M+ agency): Designed comprehensive online/digital branding program for Fresno Housing Authority
- All clients were either public sector or non-profits

SEP 2006 –
FEB 2007

Web/Graphic Designer **VD** **UI/UX** **BC** **GD**

CF NAPA • NAPA

MAY 2005 –
AUG 2006

Graphic Design Director **VD** **UI/UX** **VS** **CD** **ID** **BD** **BC** **GD**

POMPEI AD • NEW YORK

- Worked with executive teams and key stake holders
- Directed all graphic/web design-related projects
- Mentored and trained junior members of team
- Clients: Adidas, Kmart, Coca-Cola China; Start-ups: maisonJoi, Té Casan

SPRING
2005, 2006

Typography Instructor

PRATT INSTITUTE • NEW YORK

- Taught a mid-level typography course for two semesters.

OCT 2004 –
MAY 2005

Graphic Designer **BD** **GD**

STUDIO RED AT THE ROCKWELL GROUP • NEW YORK

- Part of a multidisciplinary team for Studio Red, a design lab and creative catalyst for Coca-Cola

JAN 2002 –
AUG 2004

Graphic Designer **VD** **ID** **BD** **BC** **GD**

C2 • SAN FRANCISCO

- Interpreted/designed complex information to produce communications for Deloitte, Investment Technology Group (ITG), and Symantec

SEP 1999 –
NOV 2001

Graphic Designer / Web Production Assistant **VD** **ID** **GD**

INDUSTRY STANDARD • SAN FRANCISCO

EDUCATION



ACADEMY OF ART UNIVERSITY
BFA GRAPHIC DESIGN • 2003



UNIVERSITY OF WISCONSIN, MADISON
BS FINE ART • 1992

ADDITIONAL SKILLS

COLLABORATIVE STRATEGIC THINKER
PROBLEM-SOLVER PROJECT MANAGEMENT
PROJECT ESTIMATING SELF-STARTER
TEAM PLAYER RISK-TAKER SENSE OF HUMOR
COMPETITOR ANALYSIS MULTI-TASKING

RECENT AWARDS

2015

GRAPHIC DESIGN USA AMERICAN GRAPHIC DESIGN AWARD • CITYHEALTH IDENTITY

GRAPHIC DESIGN USA HEALTH + WELLNESS DESIGN AWARD • CITYHEALTH IDENTITY

GRAPHIC DESIGN USA AMERICAN GRAPHIC DESIGN AWARD • BRECHTEL.COM

GOLD AVA DIGITAL AWARD • BRECHTEL.COM

2014

GOLD MARCOM • BRECHTEL IDENTITY

2013

GOLD HERMES • WEBSITE DESIGN, FRESNO HOUSING AUTHORITY

CONTACT DOUG



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