

Versatile graphic artist, web designer, illustrator

Graphics creative with in-house, agency, and freelance marketing communications experience. Works well under deadlines and multiple projects.

Specializes in all things print, website creation, and product launch marketing.

Expert in the technical, conceptual and content development of campaigns that target desired audiences and give expression to the merits of client products and services. I make really good eggnog during the holidays.

Work History

Randall Holbrook | SJC, CA 
Solopreneur 2012 to present

I provide graphic design services to clients (see list on next page).

MaxxVault | Islandia, NY 
Marketing Director, 2009-2014

Developed a corporate identity program for start-up software company. Designed and produced collateral, advertising, and digital assets to support the sales and channel partner teams to build \$2 million in sales and over 200 clients in the first year. Graphics support for product and mobile application UI, copywriting and editing case studies, collateral and press releases. Built and maintained multiple product and corporate websites, and online store, VAR and employee online support asset library, social media including custom pages and tabs using HTML, CSS and JavaScript.

Company Awards: Locator Magazine North America's 2014 Top Software Vendors, 2012 Red Herring Top 100 Global, BLI Buyer's Pick & 5-Star Solution, CRN Top 100 Cloud Vendor.

apps i use



CNS | Islandia, NY 
Creative Director, 2008-2012

Hired to update outsourced and old collateral for a Network Operations Center on Long Island. Overhauled product logos, collateral, created brochures and booklets. Updated the website using Drupal CMS. Developed email lists, campaigns and newsletter. I worked remotely, and transferred to the newly-created software side of the company in 2010.

Liberty IMS | Costa Mesa, CA 
Creative Director, 2004-2008

Overhauled the marketing and branding of a document management software company. Completely revamped the website, collateral, tradeshow materials, advertising and media, lead generation, sales processes, and more. Company grew until purchased by Hyland Software.

Duties included: Branding and Corporate Identity program, Graphics, Illustration, Photography, HTML, Interactive Media, PowerPoint Presentations, Package design, and Logo design. Successfully created

"Randall is a well-rounded professional who can be relied upon to execute every task thrown his way — even those outside his core competency." - Dave Hansen, IBM

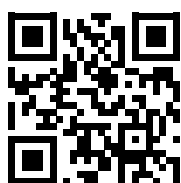
comprehensive brand identity for international company. Collaborated with market analysis, PR, and branding agencies in building corporate image. Designed and developed the corporate style guide and employee handbook as well as collateral materials, illustrations, photography, interactive media and Website design.


Gauss Interprise 
Irvine, CA & Hamburg, DE
Sr. Graphic Artist 2000-2003

Created comprehensive brand identity for merger of international companies (Magellan Software, Irvine, and Gauss Interprise, Hamburg Germany). Collaborated with market analysis, PR, and branding agencies in building corporate image. Designed and developed the corporate style guide and employee handbook as well as collateral materials, illustrations, photography, event signage and collateral, interactive media, user interface and Web site design.

Presented identity proposals to marketing departments and corporate boards in Irvine, CA and Hamburg, Germany home offices.

Portfolio




scan me 

Work History (cont.)

MaxSoft | Park City, UT 
Graphic Artist 1998-2003

Create monthly HTML employee newsletter (average of 18 pages. created overnight). Graphics support for e-Learning team. Holiday card designs and illustrations.

MOB Media | Santa Ana, CA 
Director of Creative Services
 1993-1998

Primary designer and copywriter on advertising campaigns for high-end accounts; including the State of California AIIIM Program, Boot Barn and the City of San Clemente.

Advertising campaign creation, develop brand identity and style, graphics, illustrations, photography, layouts, web design, pre-press. Trained and lead teams of interns and designers.

Before that I was a bartender/ bar manager.

What I do

Branding:

- Brand Development
- Logo Design

Design for Print:

- Advertising
- Business Cards
- Packaging
- Promotional Items
- Outdoor
- Corporate Collateral

Digital Design for Online:

- Adobe AEM
- Responsive Web Design
HTML, CSS, JavaScript, Bootstrap, WordPress
- SEO/Google Adwords
- E-mail Campaigns

Copy Writing:

- Press Releases
- Ad Copy
- Case Studies

Clients (Partial List)

- Apria Healthcare
- Bob Mackie Jewelry
- [Cingletree Learning, LLC](#)
- Entrepreneur Magazine
- Festival De Los Golondrinas
- Hobbs/Herder Advertising
- [iPlusCONNECT](#)
- Marie Osmond Dolls
- PADI Worldwide
- [Ross Wersching & Wolcott, LLC](#)
- [Maritime Mortgage](#)
- St. John Group
- State of California
- Tony Roma BBQ Sauce
- US Department of Defense

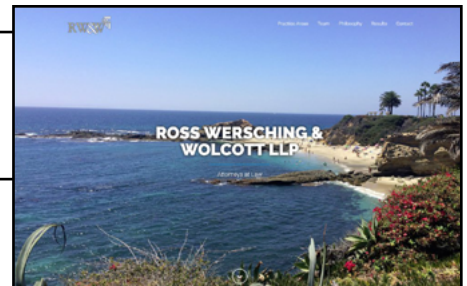
Community

- [Southern California Artists](#)
- SJHHS Varsity Softball Coach
- Habitat for Humanity
- Rec/Club Fastpitch Softball
- AYSO



Packaging: Product logo design, box design, insert die design, user reference guide, quick reference sheet, illustrations, screen views, dvd/cover design.

Responsive Website: logo design, cover photography rossllp.com.



"Hero" Advertising Campaign: Concept, copy, photo-manipulation, media buying, layout.