

Versatile graphic artist, web designer, illustrator

Graphics creative with in-house, agency, and freelance marketing communications experience. I have helped international companies break from the clutter and get noticed. I work well under deadlines and with multiple projects.

I specialize in all things print, website creation, and product launch marketing. Expert in the conceptual, technical, 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 
Owner/designer 2012 -

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

MaxxVault | Islandia, NY 
Marketing Director, 2009-2014

I was tasked to develop the corporate identity program for a start-up software manufacturing company. Starting with refining the logo which was purchased on Fiverr, I 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. I provided graphics support for the product and mobile application UI, as well as writing and editing case studies, collateral and press releases. I designed, built, and maintained multiple product and corporate websites, an online store, and an online support asset library for VARs and employees. I developed the social media presence, created custom pages and tabs for Facebook using HTML, CSS and JavaScript.

CNS | Islandia, NY 
Creative Director, 2008-2012

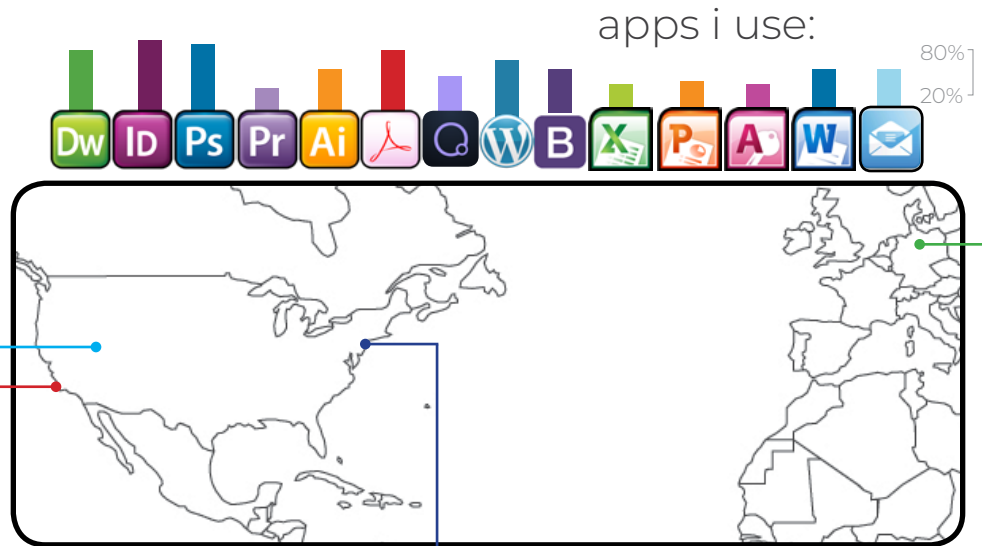
Hired to update outsourced and old collateral for the premier Network Operations Center on Long Island. I overhauled dated product logos, collateral, updated and created new brochures and booklets. Updated the website using Drupal CMS. Developed e-mail lists, campaigns and newsletter.

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

I was hired to overhaul the marketing and branding of a decade-old document management software company. I completely revamped the website, collateral, tradeshow materials, advertising and media, lead generation, online sales processes, and more. Company growth and purchased by Hyland Software.

Duties included: branding and corporate Identity program, graphics, illustration, photography, HTML, interactive media, PowerPoint presentations, package design, logo design, e-mail list development and campaign management. I successfully created a comprehensive brand

“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

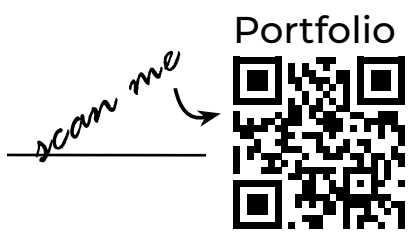


identity for the international company. I collaborated with department leaders, market analysis, PR, and branding agencies in building a new corporate image. I designed and developed the corporate style guide and employee handbook as well as sales collateral material, illustrations, photography, interactive media and websites.

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

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

I was honored to present the identity proposals to the marketing departments and corporate boards in the Irvine, CA and Hamburg, DE home offices.



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.

I also occasionally tend bar for catering companies and events.

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
- Sales Collateral

Clients (Partial List)

- Apria Healthcare
- Bob Mackie Jewelry
- [Cingletree Learning, LLC](#)
- Entrepreneur Magazine
- Festival De Los Colondrinas
- Hobbs/Herder Advertising
- [iPlusCONNECT](#)
- Marie Osmond Dolls
- PADI Worldwide
- [Ross Wersching & Wolcott, LLC](#)
- [Maritime Mortgage](#)
- [Plaza Art Gallery](#)
- 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.