



Renaldo Ferguson

EXPERIENCE HOGARTH WORLD WIDE GRAPHIC PRODUCTION LEAD 1/17-10/18

Continuing lead interactive production work for Apple. File archiving maintenance for project files while working with Release Operations. Lead Production Artist for Frameworks: Design Systems—teaming with Apple design system’s Designers and Developers to provide iconography assets and typographic templates.

LEVEL STUDIOS GRAPHIC PRODUCTION ARTIST/LEAD 1/11-12/16

Responsible for the handling and maintenance of imagery across the Apple.com website. Proficient use of Photoshop techniques to deliver pixel-perfect imagery for the web, Apple Store App and interactive channel marketing materials. The lead role involves training artists and project management; working with the Apple Marketing Communications team to sustain project schedules. Graphic Production lead for iOS 7.0 launch—providing specs and image assets to engineers for implementation.

SONY COMPUTER ENT. JR. GRAPHIC DESIGNER 2/10-11/10

Contract Designer and Creative Assets provider for Sony Computer Entertainment America. Creation of Licensing Brochures and Style Guides of first-party game franchises. Responsible for design of trade show and events signage, retail displays and other miscellaneous work for Product/Channel marketing.

PANDIGITAL, INC. JR. DESIGNER / PRODUCTION ARTIST 6/08 -11/09

Graphic Design and Production Artist. Assist Marketing Director and Senior Designer in creation and production of packaging/collateral for Pandigital products. Collaborate with Senior Designer for 2009 packaging and branding. Design lead for 2010 packaging.

VIVOTECH, INC. DESIGN INTERN / JR. GRAPHIC DESIGNER 3/04-6/08

Graphic Design for print, web and mobile devices. Assist Marketing Head and Product Manager in several duties—collateral material, photography, and maintenance with the company website.

EDUCATION SAN JOSÉ STATE UNIVERSITY B.A. DESIGN STUDIES; GRAPHIC DESIGN 5/07
SOUTHWESTERN COLLEGE, CHULA VISTA CA. A.A. GRAPHIC DESIGN 5/03

SKILLS

SOFTWARE	Microsoft Office Adobe Creative Suite	Microsoft Word Mac & PC Platforms
COURSEWORK	Typography Graphic Design Photography PrePress	Illustration Color Theory Digital media/Web Design

REFERENCES References and additional information are available upon request.