

ETIENNE RANC | Graphic Designer

etienneranc@gmail.com

EMPLOYMENT HISTORY

ASSOCIATE CREATIVE DIRECTOR | TREVIÑO CREATIVO

Oct 2018 – Present

Treviño Creativo is an advertising and design studio based in Mexicali, Mexico.

I have all the same responsibilities of my prior art director position in the company, plus: More brainstorming sessions with the executive creative director to generate the concept for integrated ad campaigns; help the executive creative director in keeping all integrated ad campaigns inside their basic concept while developing it's visual style; supervise social media creative work so it's always on track with the client's brand; interview creative talent and advise the general director on who to hire; evaluate graphic designers in the creative team in order to assess their current performance and help them improve all-around; create scripts for radio ads and direct their production.

Key Skills: Creative Direction | Art Direction | Graphic Design | Visual Branding | Advertising | Front-End Web Design | UI & UX Design | Photoshop | Illustrator | InDesign | Wix | Project Management | Marketing | Copywriting | Brand Management | Recruitment

ART DIRECTOR | TREVIÑO CREATIVO

Jan 2017 – Sep 2018

Treviño Creativo is an advertising and design studio based in Mexicali, Mexico.

I worked closely with the executive creative director, creative team and account managers designing for diverse clients, mainly: gasoline stations, hardware retailers, grocery retailers and wholesalers and agricultural production and sale. I was involved mostly from the initial visual interpretation to final execution. I was also responsible for supervising the visual unity of almost all design projects; constantly checked, revised and commented on the work of the creative team to offer input and improve projects; taught, mentored and inspired the creative team; brainstorming sessions with the executive creative director to generate the concept for integrated ad campaigns; advised the executive creative director, copywriter and account managers; revised, modified and/or helped the copywriter with their work whenever possible; supported account managers at client presentations; created logotype projects from the concept of each logo proposal, the general strategy and presentation to final execution and development of the identity.

Key Skills: Art Direction | Graphic Design | Visual Branding | Advertising | Front-End Web Design | UI & UX Design | Photoshop | Illustrator | InDesign | Wix | Project Management | Marketing | Copywriting

SENIOR DESIGNER | TREVIÑO CREATIVO

Jan 2008 – Jan 2009 | Apr 2010 – Dic 2016

Treviño Creativo is an advertising and design studio based in Mexicali, Mexico.

Working closely with the creative team and account managers, I was responsible for a variety of design pieces, sometimes from initial visual interpretation of the concept to final execution. These designs could range from stand-alone ad work or part of a campaign, integrated identity system, creation of logos, branding of buildings or storefronts, design of websites and project presentations mostly.

Key Skills: Graphic Design | Visual Branding | Advertising | Front-End Web Design | UI & UX Design | Photoshop | Illustrator | InDesign | Wix | Shopify

14 Dec, 1975

Date of Birth

Mexican and French

Nationality

PROFILE

I've worked in Graphic Design since 1999. creative and art director with 2+ years of experience supporting the creative team on overseeing the visual aspects of all work. Senior graphic design specialist with 10+ years of experience working on complete design processes, from conceptualization to delivery.

CONTACT

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 /rancdesign

EDUCATION

Postgraduate, Multimedia Design
Design School of the National Institute
of Fine Arts | 2003 – 2004

Mexico City, Mexico.

Bachelor's, Graphic Design
Design School of the National Institute
of Fine Arts | 1995 – 2000

Mexico City, Mexico.

CETYS High School | 1992 – 1994

Mexicali, Mexico.

LANGUAGES

English | Full professional proficiency

Spanish | Native language

ACHIEVEMENTS

LogoLounge Publication | Jul 1, 2011

2 logo designs were published in the
LogoLounge Master Book 3.

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EMPLOYMENT HISTORY

SENIOR DESIGNER | BRAND CENTRAL

Feb 2005 – Aug 2006

Brand Central is a branding and design agency based in Beirut, Lebanon.

I worked closely with the creative director, design director and account executive. I was mostly responsible for the creation of logos for diverse clients in varied industries like real estate, retail, tourism, airline, politics, city branding, banking, communications, education, energy and entertainment. I was also involved in the development of the corporate identity and branding of some of these clients. I was in charge of the design of all website and multimedia projects. I occasionally design directed projects working close with the involved designers. At times I supported the account executive in meetings presenting design work to the client.

As a foreigner, I had to adapt to a new culture and communicate 100% of the time in English with my coworkers, suppliers and clients. Nevertheless, I learned a bit of Lebanese (Arabic) just to get by on everyday things.

Key Skills: Graphic Design | Visual Branding | Front-End Web and Multimedia Design | UI & UX Design | Photoshop | Illustrator | Flash | ActionScript | Information Architecture | Project Management

GRAPHIC DESIGNER | PUNTO PEN

Feb 2001 – Jan 2004

Punto Pen is a web design studio based in Mexico City, Mexico.

I mostly worked on website projects ranging several activities like online stores, online communities, hospital and pharmaceutical websites. I also created logos, corporate identities, Flash animations, digital banners and printed media. I had to work closely with programmers and coders to ensure the front-end web design was true to the original design. I occasionally design directed projects where other designers were involved.

Key Skills: Graphic Design | Front-End Web and Multimedia Design | UI & UX Design | Photoshop | Illustrator | Dreamweaver | Fireworks | Flash | HTML/CSS | ActionScript | Information Architecture