



RICKY WARREN

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PORTFOLIO // www.rickywarren.com

Professional Bio

- Visual designer with over eight (8) years of professional graphic design experience.
- Most recently performed as Creative Lead for one of the top global brands in the kitchen and bath industry, producing and delivering creative that aligns with B2B and B2C business strategies.
- Served as Professor of graphic design at two universities, with proficiency in instructing graphic design students at all levels.
- Master of Fine Art (M.F.A) in Studio with a concentration in graphic design, and a certified Project Management Professional (P.M.P.).
- Currently in study to receive Google UX/UI Design Certification by November 2025.
- Intent to continue research and study concerning relationships between graphic design and human-computer interaction.

Professional Profile

Visual communication | Graphic design instruction | Leadership | Coaching + mentorship | Creative process development | Creative project management | Print + digital graphic design | Typography | Design for branding and marketing/advertising | Packaging design | Pre-press | Video production/post-production | Digital assets management

Advanced Technical Proficiencies

Adobe Creative Suite | Figma | Powerpoint | Microsoft Office Suite | Confluence | Teamwork | JIRA | monday.com | Asana | Slack | PC + Mac Operating Systems

Experience

JANUARY 2009 - PRESENT

@designerRick – Art & Design Contractor // Atlanta, GA

Most recent references: Warren Ezra - Managing Director at HCMi, LLC. (warren@hcmillc.com)

- Self-run agency that offers creative solutions to the business, corporate, and non-profit sectors on a contractual basis: Logo design, branding and marketing content, digital & print graphic design, and UX/UI design.
- Identify and understand clients' goals and intentions behind their investments toward creative project initiatives. Perform client research to gain insight and to provide consultation on creative approaches that best align with their unique business needs and strategies.

- Identify and understand user/customer issues in brand experiences. Map user journeys and define problems while engaging with client brands. Develop and analyze empathy maps to identify root causes.
- Perform the design process to produce and deliver practical, effective, and impactful creative to brands.

AUGUST 2018 - JULY 2024

Hansgrohe North America - *Graphic Designer & Creative Lead* // Alpharetta, GA

References: Jason McNeely - Brand Manager (jason.mcneely@hansgrohe.com), Geena Sanders - eCommerce Content Manager (geena.sanders@hansgrohe.com)

- Lead graphic designer and creative consultant for a global manufacturer of premium and luxury quality products for the bathroom and kitchen.
- Primarily served as a project manager for annual price books. Oversaw the design, production and delivery of printed books from start to finish. Managed communications with project stakeholders via Teamwork.com, Confluence, and Microsoft Teams. Responsible for delivering price books on schedule and within budget.
- Served as the in-house art director for all-new visual digital marketing content created in the U.S., including content created for new product launches. Responsible for visually adapting global launch content to meet the requirements of the U.S. kitchen and bath industry.
- Provided pristine editorial page design in price books and marketing publications to support B2B and B2C sales strategies. Responsible for the preparation and delivery of print files for production, as well as proofing and press checks to ensure optimal print quality.
- Uploaded and managed all U.S. digital assets in the company's global PIM systems and DAM platforms: Salsify, ResearchApp, Celum, and SAP Hybris.
- Designed packaging for kitchen and bath products sold at North American retail stores such as Costco and Home Depot. Created die lines for custom packaging solutions, and also adapted designs to premade die lines for standard packaging solutions.
- Led the creative services team for the Hansgrohe North America headquarters. Worked primarily with the Brand Manager on creative approaches to branding and marketing solutions. Delegated graphic design work requests to members of the team. Monitored the status and quality of work delivered by the creative services team.

JUNE 2018 - AUGUST 2018

Landis + Gyr - *Graphic Design Contractor* // Alpharetta, GA

- Graphic designer performing presentation design and marketing content for a global player in integrated energy management solutions to the utility sector. I worked as an extension of the sales and marketing teams on a 3-month contract.
- Presentation slide design for sales pitch decks. Applied brand logo, colors and typefaces to master slides in adherence to visual identity guidelines. Used advanced methods to deliver more complex slides with sequenced animations and infographics.
- Designed concepts for a new system of icons to be used across several brand touch points: Presentation slides, web pages, digital assets, and print collateral.

AUGUST 2017 - MAY 2018

University of West Georgia - Term Instructor of Graphic Design // Carrollton, GA

- Instructor of graphic design courses at all levels (GD I - GD VI).
- Planned and scheduled course content centered around experiential learning, with the intention to maximize student retention and engagement in professional design theories and practices. Planned course content included project work, assignments, exercises, lectures, discussions, demos, one-on-one training sessions, field trips, and visiting speakers.
- Developed course syllabi to establish and communicate course intentions, goals, needed materials, schedule, expectations, performance evaluation criteria, and university policies.
- Served as committee member and assisted with the leadership and coordination of senior thesis project and portfolio exhibition (Capstone I & II).
- Surveyed overall student performance, behavior, and response to course content as a means to identify improvement in pedagogical approaches.
- Surveyed the needs of the contemporary job market as a means to identify ways to maintain and improve the integrity of the graphic design program.

JUNE 2016 - AUGUST 2017

Growing Leaders - Marketing Graphic Designer // Norcross, GA

Reference: Andrew McPeak - Vice President of Content (andrew@growingleaders.com)

- In-house graphic designer, creative consultant, and visual brand manager for a global non-profit that offers methods and resources for teaching life and leadership skills to young adults. The organization partners with schools, universities, companies, and organizations to build cultures that develop youths into well-rounded adults.
- Designed the book cover for *Marching Off the Map: Inspire Students to Navigate a Brand New World* by Tim Elmore (Founder and President) and Andrew McPeak.
- Developed professional-quality creative solutions for sales, marketing, and e-commerce: Brochures, flyers, email templates, presentation slides, one pagers, web/online promotional campaigns, and more.
- Responsible for the preparation and delivery of print files for production.
- Served as an in-house art director for event and trade show booth planning. Responsible for pitching creative approaches geared toward positive customer experiences of the GL brand. Designed all media and touch points used in events hosted by the organization.

SEPTEMBER 2013 - MAY 2016

Georgia State University, Ernest G. Welch School of Art & Design - Graduate Teaching Assistant // Part-Time Instructor, Graphic Design // Atlanta, GA

- Instructor of graphic design courses at all levels (Intro-Advanced).
- Planned and scheduled course content centered around experiential learning, with the intention to maximize student retention and engagement in professional design theories and practices. Planned course content included project work, assignments, exercises, lectures, discussions, demos, one-on-one training sessions, field trips, and visiting speakers.

- Developed course syllabi to establish and communicate course intentions, goals, needed materials, schedule, expectations, performance evaluation criteria, and university policies.
- Served as committee member of portfolio review, and one of the deciding members of student acceptance into the graphic design program.
- Surveyed overall student performance, behavior, and response to course content as a means to identify improvement in pedagogical approaches.
- Surveyed the needs of the contemporary job market as a means to identify ways to maintain and improve the integrity of the graphic design program.

MAY 2014 - AUGUST 2014

Georgia State University, Ernest G. Welch School of Art & Design - Graduate Assistant, PR & Marketing // Atlanta, GA

- Performed graphic design work as needed by the Public Relations & Marketing department. The position was offered as part of the Master of Fine Art graduate assistantship program.
- Designed a print advertisement campaign for the School of Art & Design, *The importance of being Ernest*. Published in two nationally-renown print magazines: *Art Papers* and *Burnaway*.
- Assisted in the release and management of web content. Uploaded and updated imagery, text, and blog posts.

JULY 2009 - NOVEMBER 2009

Pyxl Design - Graphic Design Intern // Knoxville and Nashville, TN

- Performed graphic design in a professional agency setting as an intern, working with the Art Director to develop creative concepts for Pyxl's clients.
- Engaged in the creative process to design logo and stationery concepts for Transit General insurance company, which resulted in positive client response and the successful sale of intellectual property rights for one of the concepts.
- Delivered marketing and advertising content for The Knoxville Challenger, an annual professional tennis event.
- Designed digital branding artwork for Ventraq's social media accounts on Twitter.

Education

August 2012 - May 2015

Georgia State Univ., Atlanta, GA - *Master of Fine Arts (M.F.A) - Graphic Design*

January 2004 - December 2008

Univ. of West Georgia, Carrollton, GA - *Bachelor of Fine Arts (B.F.A) - Graphic Design*

Certifications

AUGUST 2024 // **Google** - *Start the UX Design Process: Empathize, Define, and Ideate*

MAY 2024 // **Google** - *Foundations of User Experience (UX) Design*

NOVEMBER 2022 // **PMI** - *Project Management Professional (P.M.P)* // Certificate ID: 3370392

Courses

AUGUST 2013 - MAY 2015

Georgia State University - *Graduate Thesis Research: Graphic Design*

JANUARY - MAY 2014

Georgia State University - *Design for Film & TV*

JANUARY - MAY 2013

Georgia State University - *Graphic Design in Pop Culture*

AUGUST - DECEMBER 2012

Georgia State University - *Multimedia Design*

Georgia State University - *History of Graphic Design*

AUGUST 2008 - DECEMBER 2008

University of West Georgia - *Senior Portfolio Seminar*

University of West Georgia - *Advanced Problems in Graphic Design*

JANUARY 2008 - MAY 2008

University of West Georgia - *3D Graphic Design*

AUGUST 2007 - DECEMBER 2007

University of West Georgia - *Graphic Identity*

JANUARY 2007 - MAY 2007

University of West Georgia - *Visual Communication*

AUGUST 2006 - DECEMBER 2006

University of West Georgia - *Introduction to Graphic Design*

Shows & Exhibitions

APRIL 2015

Church of Kicks - *M.F.A. thesis exhibition* // Atlanta, GA

DECEMBER 2015

Aqua @ Atlanta // Atlanta, GA

DECEMBER 2014

Aqua Art Fair // South Beach Miami, FL

NOVEMBER 2008

Graphic Design Senior Portfolio Exhibition // *Villa Rica, GA*

DECEMBER 2007

Big Things Come in Small Packages Art Show & Competition // *Carrollton, GA*