



## RAYMOND FERRARO

ART DIRECTION / DESIGN

316 E 92 St. 4RC  
New York, NY  
10128

646-717-1238

raymondferraro@gmail.com  
www.raymondferraro.com

### ■ EDUCATION

#### THE SCHOOL OF VISUAL ARTS

New York, NY, USA  
*Graphic Design*  
Special Status Student for the year 2007-2008

#### THE ALBERTA COLLEGE OF ART AND DESIGN

Calgary, Alberta, Canada  
*Visual Communications (Major: Graphic Design)*  
Bachelors of Design degree in April 2007.

### ■ RELEVANT DESIGN SKILLS

#### TECHNOLOGY

Proficient with the use of Adobe Illustrator, After Effects, Photoshop and Indesign. Familiar with Flash, Dreamweaver, Apple Final Cut Pro, Maxon Cinema 4D.

#### DESIGN SKILLS

Experience with editorial and book design, advertising concept and design, poster design, branding and identity design, package design, advanced information design, website design motion graphic design, New Media, photography and illustration.

### ■ EXPERIENCE

#### ASSOULINE CREATIVE

##### Art Direction

*August 2009 - Present*

##### Graphic Design

*May 2008 - August 2009*

CLIENT LIST: Reed Krakoff, Cole Hann, Harry Winston, MCM, Mattel's Barbie and Ken Assouline Retail, the New York Forum.

Developed full branding for many US. and Middle East based luxury brands and real estate projects.

#### FREELANCE GRAPHIC DESIGNER

##### Trooper Creative Associates

*Nov 2007 - March 2008*

Collaborated on several issues of Stop Smiling Magazine.

##### Sony/ RGA

*March 2008 - May 2008*

Assisted in research and design exploration on album artwork for The Strokes and Cory Chisel under the art direction of Brett Kilroe.

### ■ HONORS

#### 2009 GRAPHIS NEW TALENT: GOLD WINNER

Bret Easton Ellis book cover series.

#### 2008 ART DIRECTORS CLUB STUDENT EXHIBITION

Motion Graphics piece selected for the show.

#### 2007 SCHOOL OF VISUAL ARTS SPECIAL STATUS SCHOLARSHIP

Full special status year tuition awarded for outstanding professionalism and merit of work.

#### 2006 GDC (GRAPHIC DESIGNERS SOCIETY OF CANADA) ALBERTA SOUTH CHAPTER SCHOLARSHIP AND AWARD

Awarded for outstanding proficiency and professionalism in both illustration and graphic design.