



Art Direction • Graphic Design • Social Media

CONTACT

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EXPERIENCE

Associate Creative Director

Guaranteed Rate / Chicago 2021 - 2025

Provided creative solutions for social media, advertising and marketing from concept to finished production - including social ads, email, flyers, postcards, booklets, brochures, billboards and recruiting materials.

Clients included: Guaranteed Rate, Guaranteed Rate Affinity, Proper Rate and OriginPoint.

Senior Art Director

A. Eicoff & Company / Chicago 2000 - 2018

Developed award winning advertising campaigns for respective brands from conception to launch. Consistently delivered innovative ideas and dynamic visuals to drive direct response television, print and digital ads.

Clients included: Reynolds Wrap, Pennington Seed, Sears-Craftsman, Acne Free, AARP, Reed-Union Corp, UnitedHealthcare, Vivint Smart Home, 1-800 PetMeds, New York Life, CeraVe, Quicken Loans, K9 Advantage, Liberty Medical, Lens Express, Clear Mobile, Invisible Glass, Jelmar

SKILLS & CAPABILITIES

Proficient

• InDesign • Illustrator • Photoshop • Dreamweaver • After Effects • Artificial intelligence (AI) • HTML • Figma
• Illustration & Typography Artist • Conceptual and Storyboard Frame Artist • Screen Printing Artist • Microsoft Word
• PowerPoint • Keynote • Musician/Guitarist

Continued Studies

• UI/UX • HTML • CSS • JavaScript • InVision • WordPress • Sketch • Zeplin • Motion Graphics

EDUCATION

UX/Design

General Assembly / Chicago 2020 - 2020

GA Certified, UX Design Program

Continued Creative Education

LinkedIn Learning - Online Courses 2018 - Present

Art Direction

Miami Ad School at Portfolio Center / Atlanta 1992 - 1994

Two year diploma program for Art Direction

Graphic Design

Maryland Institute College of Art / Baltimore 1990 - 1992

Completed courses towards Foundation Studies in Graphic Design Program

RECOMMENDATIONS

“Ron is an accomplished art director, illustrator and an incredibly strong conceptual thinker. He worked in my Creative Group as a Senior Level Art Director for over a decade and helped create strong television spots that generated great results for our clients. His attention to detail served every stage of creative development, from conceptualizing, to production to post production.”

– Terry O’Sullivan | SVP | Group Creative Director at Eicoff –

“Ron; the perfectionist with a human touch. Being pragmatic at heart, he knows the good that comes from volunteering. Which is why you shouldn’t be surprised to see him using his talents to help others. Whether it’s designing a t-shirt for Give a Shi*t, brainstorming a logo for 501c3 or getting his hands dirty working a fundraiser, Ron is definitely in the mix and someone you can count on.”

– Chris Mines | Editor | Filmmaker at Mines Entertainment –