

résumé

Richard Denney
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- Areas of Expertise**
- Creative Management, Supervision and Art Direction
 - Smartphone App User Interface Design
 - Studio/Location Photography Art Direction
 - Photo Retouching/Color Correction
 - Print Collateral/Advertising/Promotion/Web Design
 - Catalog/Brochure/Identity/Presentation Design
 - Product Image Database Management
 - Adobe Creative Suite, Video & Sound Editing Software

Experience

1998 – Present **Designer/Consultant/Principal** RD Graphics/Studio 500, Berkeley, CA

Provide independent design, production, consulting and marketing services for a wide variety of corporate clients. Most recently completed 8-month contract providing photo retouching, color correction and catalog production services for Backroads, Inc, in Berkeley and two annual 2-month contracts providing print advertising design and production services for the California Film Institute's Mill Valley Film Festival. Other consulting clients include: Arboreal Systems, Grassetti Environmental, IPA Planning Solutions, Inc., Laretta Printing, Tehiyah Day School, Tavolo, Inc., Autodesk, Chalone Wine Group, Del Monte, Levi Strauss, Pacific Bell, Visual Strategies. Also performed full-spectrum corporate intranet design and implementation services for Brown & Caldwell engineering.

2014 – 2016 **Digital Studio Artist** Pearson Education, San Francisco, CA

Design, production and assembly of interactive K-12 teaching app for tablet devices (iOS, Windows and Chromebook). Multiple responsibilities including; app component assembly and testing, asset repository management, curriculum content editing, image manipulation, sizing and placement. Design and update Teacher Guides and marketing and collateral materials. Lent expertise and assistance to other team partners on specialized projects.

2009 – 2013 **Office Manager/Member Communications/Events Coordinator** San Francisco Italian Athletic Club, San Francisco, CA

Manage all aspects of office and membership administration for 600+ member fraternal organization and their event venue, including database management and membership renewal and billing services. Also design and produce all member communication vehicles including; bi-monthly newsletter, brochures, event flyers, special event collateral materials, magazine and newspaper ads, and video-based presentation materials for events. Also served on the Board of Directors and was elected Vice President.

2004 – 2009 **Graphic Design Manager/Product Photography Art Director** Zocalo Fine Furniture, San Francisco, CA

Managed, designed, and created dealer product catalogs, marketing and trade show collateral, direct mail marketing and advertising materials for international furniture design and manufacturing company. Hired and managed one assistant graphic designer. Developed advertising campaigns and schedules with product managers. Art directed and staged/styled studio product photography for catalog, video presentations, web, print media, and corporate communications. Also maintained and managed product image database and delivery system for dealers and sales representatives.

1992 – 1999 **Creative Services Manager** Fireman's Fund Insurance Co., Novato, CA

Managed 5-member creative team. Established departmental budget, developed and maintained corporate graphics standards, created project schedules and directed workflow. Worked closely with advertising agency to conceptualize, produce and coordinate ad campaigns. Determined and provided for staff training needs, devised and implemented departmental database for job tracking and billing. Researched, recommended, purchased and oversaw installation of departmental computer graphic workstation and peripherals network.

1984 – 1992 Other positions held during my tenure at Fireman's Fund: **Assistant Art Director, Financial Graphics Specialist, Senior Digital Media Designer.**

Awards

Best of Show, Graphic Design - Insurance Marketing Communications Association
Best of Show, Internet Home Page Design - Insurance Marketing Communications Association
Best of Show, Presentation Design - International Association of Business Communicators

Education

University of California, Santa Cruz, CA - B.A: Environmental Planning. Minor: Technical Theater
College of Marin - Web Technologies, Italian Language
Università per Stranieri, Perugia, Italy - Italian Language and Culture

References

Shelley Spicer: sspicer@cafilm.org (415) 526-5845 Lido Cantarutti: lido@italianfilm.com (415) 456-4056
Gianrico Pierucci: ilfrontonese@sbcglobal.net (415) 307-0025 Richard Grassetti: gecons@aol.com (510) 843-2534