

# RICHARD ALDAMA

## Senior Graphic Designer/Art Director

Collaborative designer able to cultivate dynamic ideas with targeted precision. Skilled in brand and editorial designs that are visually engaging across different platforms. Experienced working with luxury lifestyle, financial, and healthcare fields.

## EXPERIENCE

### ● PAR Inc. (Creative Circle)

Remote | Temporary Freelance Designer | October 2020 - Present

- Layout and production of all catalog materials for print and digital formats, showcasing a vast library of products for the leading publisher of psychological assessment materials.
- Create layouts and designs for digital flyers, reports, and presentations that promote and elevate PAR's products.

### ● Pinnacle Media (Now Compass Media)

Grand Cayman, Cayman Islands | Freelance Art Director | April 2005 - June 2020

- Composed several publication titles for the Cayman Islands including:
  - *Grand Cayman Magazine*, *InsideOut Home & Garden Magazine*, *Cayman Health Directory*, and *Key to Cayman Tourist Guide*.
- Designed sophisticated article spreads, conducted photo research, thoughtfully curated images, composed alluring layouts with final copy, synchronized typographic styles, and produced digital content.
- Successfully managed final production assets and international logistics.
- Branded cohesive sales-support materials encompassing media kits, advertisements, and on-line updates.

### ● Pinnacle Publishing & Marketing

Grand Cayman, Cayman Islands | Art Director | April 2002 - April 2005

- Effectively redesigned the upscale *Britannia Magazine* to the luxurious *Grand Cayman Magazine*, making it the island's premier and most recognized publication.
- Created logos, advertisements, collateral pieces, and other promotional materials for clients, while achieving the highest quality outcomes.
- Managed all projects from concept to final production.

### ● WestWayne Advertising

Hollywood, FL | Graphic Designer | April 2001 - March 2002

- Developed marketing materials for Celebrity Cruises, while keeping within brand guidelines, exceeding all expectations. Projects included:
  - Direct mail campaigns for cruise destinations and itinerary promotions.
  - Engaging quarterly newsletters for brand loyalty members.
  - High-end destination brochures and cruise program logos.

### ● Interval International

Miami, FL | Graphic Artist | February 1999 - April 2001

- Collaborated as a graphic artist with the ARDA award-winning in-house creative team by providing rich design solutions for the company's publications and marketing campaigns.

## PORTFOLIO

[behance.net/richardaldama](https://behance.net/richardaldama)

## CONTACT

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## HIGHLIGHT

The Cayman Islands:  
Successfully designed and produced over 40 issues of various publications by beautifully presenting the diverse island lifestyle to an international audience.

## SKILLS

Editorial Designs  
Brand Campaigns  
Corporate Identity  
Marketing Collateral  
Digital Graphics  
User Interface Design  
Project Management

## TOOLS

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Microsoft Office Suite  
Web Content Management  
Facebook Content Tools

## EDUCATION

CareerFoundry  
2021 - Currently enrolled in  
UX/UI Design Certification

Miami-Dade College  
AS Degree  
Graphic Design Technology

## LANGUAGES

English  
Spanish