

roninwood.com – hi@roninwood.com

Lead Designer, Marketing and Brand at Celtra

March 2021 – present (New York, NY)

Lead designer responsible for designing and updating the Celtra homepage and marketing pages. Concept and design brand campaigns, social graphics, event marketing, and print. Help maintain brand consistency across teams and disciplines, help non-designers ship high-quality work.

Graphic Designer at Starry Internet

July 2018 – present (New York, NY)

Collaborate with marketing team to concept and produce organic and paid social content. Help evolve the brand and style guide, including introducing new visual concepts and new brand assets. Maintain, produce, and design Lucidpress templates for direct mail, field marketing, social, and canvassing materials, allowing non-designers to make and print their own on-brand collateral. Concept, design, and animate motion graphics and video content for organic and paid social. Built and ran an internal photo studio for easy in-house photography. Assist on-set on large photo and video shoots with concepting, art direction, and prop styling. Hire and collaborate with freelancers. Work with multiple teams and external vendors to design and source apparel and uniforms for Starry technicians and employees. Work with developers and marketing to design emails and banner ads.

Freelance Design Lead at Suraj Patel for Congress

April 2018 – June 2018 (New York, NY)

Responsible for art direction and design for campaign literature, merch, social content, flyers, out of home installations. The campaign design was featured in TYPE magazine, Politico, Citylab, Washington Post, and The Baffler.

Freelance Brand Designer at Book of the Month

September 2017 – January 2018 (New York, NY)

Responsible for photography, design, animation on marketing for social and digital platforms.

Graphic Designer at Facebook

November 2016 – September 2017 (New York, NY)

Graphic Designer on the Creative Shop Studio team, responsible for pitching brands on Facebook-ready content and marketing.

Brand Designer at Jukely

April 2015 – May 2016 (Brooklyn, NY)

Responsible for art direction, print production, social graphics, motion graphics, web ads, print ads, and promotional merch design for all Jukely events, promotions, and concert series. Hired and collaborated with freelance designers, photographers, and videographers.

Lead Graphic Designer at the McKittrick Hotel, home of Sleep No More

September 2012 – April 2015 (New York, NY)

Responsible for art direction, motion design, email marketing, poster design, web assets, print production, restaurant menu design and maintenance, prop design assistance, party set dressing, and DJing for the McKittrick's theatre show, restaurants, bars, parties, and events. Hired and collaborated with freelance illustrators, photographers, and videographers.

Clients

State Senator Jabari Brisport, Assemblymember Phara Souffrant Forrest, City Council Member Alexa Avilés, Refinery29, Splice, Mike Hollingsworth for City Council

Education

The Maryland Institute College of Art

Bachelor of Fine Arts, Graphic Design, 2009 - 2012