

Ricky McCalla

Digital/Graphic Designer

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About Me

I am a forward-thinking Digital/Graphic Designer and multimedia professional with many years of expertise in driving business development, managing non-profit projects, excelling in marketing, and delivering impactful print designs.

Expertise Skill

- Graphic Design
- Digital Marketing
- Branding and Identity
- Campaign Development
- Adobe Photoshop & Illustrator
- Web Design

Education

- 1990-1993
Edna Manley College
Jamaica, West Indies
- 1988-1989
Excelsior Community College
Jamaica, West Indies

Work Experience

- **Creative Director**
D'Edge Media | 2004-Present
 - Develop clients' ideas into workable concepts that stems into print collaterals, social media marketing and web content management systems.
 - Supervise design and production staff developing innovative designs for several projects while managing deadlines.
 - Manage campaigns with specific focuses in order to meet customer needs and creative visions.

Work Experience

- Develop high-impact creative projects from concept to completion, including trailers and promotional content for company campaigns.
- Evaluate and approve image retouch work, mechanicals, and art proofs to ensure quality.
- Develop strategic communication and marketing plans.
- Collaborate with outside agencies to manage project progress and milestones.
- Contribute to creative process through original ideas and inspiration.
- Anticipate design issues and proved to be proactive in developing effective solutions.
- Design graphics for websites, logos and promotions for marketing purposes.
- Foster highly communicative, collaborative team culture on all visual product projects.
- Design visual models meeting both aesthetic and technical criteria.
- Improve quality standards of company's digital printing process by effectively using Adobe Photoshop / Illustrator.
- Carefully prepared all design layouts into prepress files for offset, web and digital printing.

Senior Graphic Designer

Poly Foods, LTD | 2002-2003

- Developed concepts for labels and packages, overseeing, and supervising final print production onsite.
- Developed collateral such as display, marketing, and packaging materials to support product branding strategies.
- Managed all phases of new product developments, including conceptualizing designs, managing milestones, and incorporating customer feedback.
- Used Illustrator and Photoshop to develop product mock-ups and prototype designs.
- Developed, implemented, and managed marketing and design of labels and box items.
- Used Adobe Illustrator / Photoshop to create images and layouts for over numerous projects.
- Developed creative design for marketing packages, including print materials, brochures, banners, and signs.
- Completed key product design projects for in-house clients.
- Developed team communications and information for design team meetings.