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Ⓐ QUALIFICATIONS SUMMARY

An experienced team leader with strengths in developing a vision, establishing creative strategy that focuses on user-centered solutions, building strong brands, and producing multimedia tools that deliver proven results.

🎯 OBJECTIVE

To use my skills and experience to guide a team that is motivated towards achieving a common goal of developing emerging technology by stimulating audiences to action through effective UI/UX (User Interfaces/User Experiences).

⚙️ WORK EXPERIENCE

📅 2018 - Present - Director, Experience Design | UNUM

Manage the team that is responsible for translating user needs, business priorities, and stakeholder goals into compelling designs for websites, digital applications, and print materials. Additionally, oversees and contributes to the implementation and maintenance of Unum's visual brand as it relates to marketing and customer deliverables.

- Proactively identifies and directs improvements to the company's public web properties and the overall user experience.
- Assists with usability research and translates the findings into design improvements.
- Oversees the implementation of the company's visual identity on websites, landing pages, digital campaigns, and print materials.
- Partners with leaders across the company to ensure accurate implementation of the company's visual identity.
- Directs and manages the workload associated with any changes or modifications to the company's brand.
- Establishes the comprehensive design direction for large, highly visible projects.
- Identifies trends and evolutions in design including best practices and technology upgrades.
- Works collaboratively with marketing leadership to integrate design solutions into cross-platform marketing initiatives.
- Articulate design concepts, user experience, and rationale to development teams, management, and senior leadership.
- Manages a high performing team of design professionals that are responsible for the creation of the company's visual deliverables.
- Identifies and maintains team strengths and addresses weaknesses.
- Establishes training plans and staffing recommendations that align the team's skillset to meet business needs, user solutions, and design innovations.
- Encourage innovation and experimentation - particularly with new technology and user trends.
- Aligns staff assignments with team skills and assists staff on project assignments when possible.

📅 2002 - 2018 - Creative Director | YARD MEDIA

Lead creative development of multimedia and emerging technology projects for clients

- Establish creative vision and strategy
- Project management - lead teams towards timely fulfillment of creative projects
- Relationship management and client liaison
- Managing budget
- Employee hiring, training and development
- Design and production of branding, 2D/3D animation, web design/development, mobile application emerging technology, AR/VR and graphic design projects
- Design, develop and manage UI/UX projects: user-centered research and information architecture
- Partnered in start-up for a telemedicine application which is utilized throughout the medical industry

Plan, coordinate and execute training events and workshops -

- Photoshop brushes training program for Disney artists
- Flash, Photoshop, After Effects and Final Cut training program for JNBS Creative Unit
- Motivational workshops and speaking events with Devon Harris, original member of the Jamaica bobsled team that inspired the movie 'Cool Runnings'
- Creative planning and management of events: environmental graphics - booth, backdrop, outdoor advertising

Brand and develop marketing strategies for organizations -

- Developed and implemented branding strategies for start-ups in various sectors
- Rebranding and implementing advertising campaigns for small and large companies in various sectors

📅 2009 - 2018 - Course Director - Interactive Design and Usability | FULL SAIL UNIVERSITY

Teach students in the Digital Art and Design Program how to create functional design for user interfaces while optimizing the user experience (UI/UX)

- Develop curriculum and content for both online and campus classes
- Conduct lectures
- Supervise lab assistants
- Conduct master lectures for the entire student body on UX for emerging technology

- Organized Stop Motion/Drawing workshop for AnimeKon, Barbados

- Hosted a UI/UX panel discussion on 'Mobile First' during Hall of Fame event

- Panelist in Hall of Fame discussion on transmedia



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SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Adobe Dreamweaver
- Adobe InDesign
- Adobe XD
- Maya
- Apple iWork
- Microsoft Office Suites
- Sketch
- Axure RP*

CAPABILITIES

- Communication & Leadership
- Project Management
- Client & Vendor Relationships
- Conceptual Development
- Strategic Planning
- Budgets
- Resource Management
- Marketing & Branding
- Staff Training & Development
- eLearning
- Motion
- Higher Education
- UX / UI Design
- User Centered Design
- CSS / HTML
- Wordpress

WORK EXPERIENCE contd.

- 📅 2001 - 2002 - **Senior Art Director** | **BLACK COFFEE PRODUCTIONS**
Creative and art direction for multimedia projects
 - Client liaison
 - Concept development
 - Design and production for interactive projects, 2D/3D animation, video production and graphic design

- 📅 1995 - 2001 - **CEO/Creative Director** | **D' EDGE LIMITED**
Operated a design studio with a client base of companies from various sectors
 - Client liaison and relationship management
 - Hiring and team leadership
 - Concept development
 - Design and production of artwork for digital output
 - Print supervision
 - Administration
 - Budgeting

AWARDS / ACHIEVEMENTS

- ADDY Award, Orlando Advertising Federation
- Best in Category (Brochure Design), Florida Printers Association Annual Competition
- Award of Excellence, Florida Printers Association Annual Competition
- Hermes Creative Awards
- Award of Distinction, Creativity 34 Annual Competition
- Marcom Creative Awards
- Design Firm Awards
- American Design Awards
- The Summit Creative Awards
- Exhibited fine art in mixed media at City of Casselberry's exhibition, "Movement in Color"
- Exhibited fine art in the United Kingdom
- Featured in the 'Orlando Sentinel'
- Top ten finalist, Jamaica Observer Annual Calendar Competition
- Kingston Junior Chamber Certificate of Merit for excellence in graphic production

EDUCATION

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| 2012 - Full Sail University,
Winter Park, Florida
Master of Fine Arts - Media Design | 2000 - Full Sail University,
Winter Park, Florida
Associate of Science - Computer Animation |
| Certified by Washington Evaluation Services
as having the equivalent of a Bachelors
Degree in Computer Graphic Design | 1993 - Edna Manley School for the Visual Arts,
Kingston, Jamaica
Visual Arts / Graphic Design |

ACTIVITIES + PERSONAL INTEREST

- Traditional Art (Painting)
- Drummer/Percussionist
- Golf (volunteer as a golf coach for local non-profit group)
- Soccer

REFERENCES - Available upon request