

# RAMICALLAHAN

CREATIVE DIRECTOR & ART MANAGER OF DESIGN



## PORTFOLIO LINK

For examples of my work, please visit  
[RAMICALLAHAN.COM/PORTFOLIO](http://RAMICALLAHAN.COM/PORTFOLIO)

## CONTACT



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[www.designergirlatl.com](http://www.designergirlatl.com)

## SKILLS

Art Direction (in both design & photography environments)

Leadership

Strategic Marketing & Project Management

Creative Consultation

Brand Development & Identity

Print & Digital Design

Product Development & Design

Illustration

Corporate & Product Photography

Photo Shoot Production

Content Creation

Motion Graphics

Web design & Front-end Development

Mentoring

Team Building

PC / MAC Systems

Adobe Creative Suite

Blender 3D

Microsoft Office

## VOLUNTEER & MEMBERSHIPS

WiT - Women in Toys, Licensing &

Entertainment

Pajama Program

Path United

Chippey's Angel Tree

MUST Ministries

Summer Lunch Program

Gobble Jog

Hope House

Starlight Children's Foundation/ CHOA

## EXPERIENCE

### DESIGNER GIRL STUDIOS

*CREATIVE DIRECTOR/ CREATIVE CONSULTANT, 2011-CURRENT*

- Collaborate with company leadership, members of marketing teams, brand and product licensees, external partners and vendors, to develop and implement strategies for all print and digital media initiatives and serve as lead designer on key projects.
- Leads an amazing design and photography team that is responsible for various organization's brand development, logo designs, print and digital content, web design and front-end development, various photo shoots, trade show booth concepts and designs, interactive events and immersive experiences.
- Other content includes: kids and parent-focused media, social blogs, all brand resources (endorsed or otherwise), such as media kits, marketing collateral, blog/ social posts across various platforms, dozens of international programs and initiatives, and so much more.
- Volunteer illustration and design services to support non-profit initiatives, including: literacy, human rights, elder care and more.
- Heads mentorship program for aspiring design and photography professionals and youth artists in conjunction with Sow 'n Love's initiative for restoring the familial village back into our communities. SnL is an organization that supports freedom in creativity and rebuilding family and the support system that has been missing for a long time.

### THE LUMISTELLA COMPANY

*ART MANAGER OF DESIGN, 2013-CURRENT*

- Manages resources and projects, leads, develops and implements strategic direction and design aesthetics for print and digital initiatives, marketing strategies and executes the creative for all of our mediums spanning various toy products, web-based products, entertainment-based content, social platforms, apps, events and more.
- Art direction in print and digital design, illustration, corporate/product photography.
- Manages processes and puts tactical workflows and timelines in place to ensure key stakeholders are identified and collaborated with throughout each stage of a project.
- Print and digital design experience includes: conceptual, product development, brand identity, marketing materials, promos, immersive experiences, events and exhibits, movie premieres, advertisement (print and web).
- Photography experience includes: products, salesman samples, lifestyles, portraits, corporate headshots, events and presentations, editorial, models.

#### Career Highlights:

- Our team created packaging for #1 selling Kellogg's licensed cereal at Walmart.
- Collaborated with Macy's to create a parade float for the Macy's Thanksgiving Day Parade.
- Rebranded line of products.
- Worked within specialized committee to aid in the fight (and won) against brand confusion.
- Responsible for the Bluewater Ice Rink and in-mall brand takeover in the UK with John Lewis & Partners at Bluewater Shopping Centre.

*Additional experience and references available upon request.*

## EDUCATION

### BACHELOR OF ARTS IN PUBLIC RELATIONS AND MARKETING

*THE UNIVERSITY OF ARIZONA (FORMERLY ASHFORD UNIVERSITY), 2016*