

RICK LARA

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Hard working digital designer with an excellent track record of versatility and attention to detail. A strong passion for bringing brands to life.

WORK EXPERIENCE

FREELANCE DESIGNER

RICKLARA.NET | BURLINGTON, WI | 2003 - PRESENT

- Worked directly with clients to establish branding and marketing products.
- Heavy focus on Illustration for graphical tee's, movie posters, and social media images.
- Established websites from domain acquisition to building a server to help client's needs.

DIRECTOR OF ART, PRINTING & LASER OPERATIONS

JANIS PLASTICS | ANTIOCH, IL | 2005 - PRESENT

- Worked with a team to develop and engineer point of purchase displays in stores.
- Heavy focus on manipulating flat artwork for vac form distortions and installations.
- Create virtual displays using Solidworks and Photoshop.
- Write programs, schedule production and maintain CNC Laser operations for point of purchase displays.
- Create and order dies for Janis' die cutting team based off of engineered parts done in house.

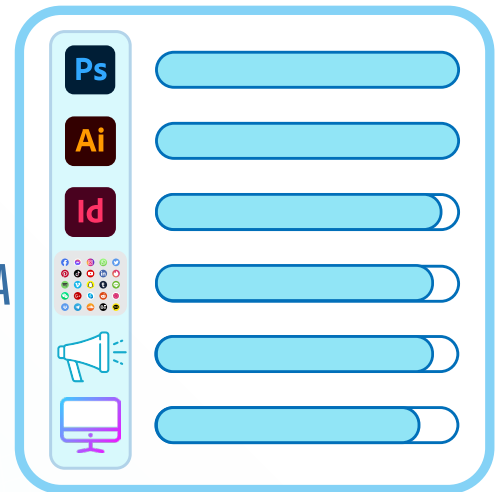
DIGITAL MARKETING

DAYS OF THE DEAD LLC. | KENOSHA, WI | 2010 - 2017

- Creative director specializing in branding, merchandise design and Illustration.
- Planned business/trade conventions in Atlanta, California, Illinois, Indianapolis & Louisville.
- Managed a team of customer service representatives with emphasis on customer satisfaction.
- Organized and created graphical, promotional images for events and merchandise sales.
- Organized event scheduling and graphical representation of hired celebrities and guests.
- Created engaging social media content to develop a supportive community around our brand.

PROFESSIONAL SKILLS

PHOTOSHOP
ILLUSTRATOR
INDESIGN
SOCIAL MEDIA
MARKETING
WEB DESIGN



EDUCATION

UNIVERSITY OF WISCONSIN-PARKSIDE

Bachelor of Arts- Emphasis on Digital Design