



Find me on



Rasta.Asaru@gmail.com

Rasta Asaru Escott EL

Graphic Designer, Creative Director

Artist Statement:

For me Art is the ever eluding dream of memories in time, it is in that instant of the moment that I have awoken to find myself creating the images from the dream. In simple, I am creating what was told to me by my ancestors in resemblance of their dream.

SKILLS SUMMARY

- Freehand illustrations
- Social Media Content Creation
- Marketing and Branding
- E-Blast
- Key Art Creation
- Adobe Expert (Photoshop, Illustrator, InDesign)
- Painting
- HTML Coding, Web Development
- Photography/Video Editing
- Collateral Material Design
- Digital Rendering
- SEO Optimization
- Vector Design
- Typography

EXPERIENCE HIGHLIGHTS

Art Direction

- *Branding - Logo design*
- *Brand Marketing - Create Ad Campaigns, Social media platforms, Video Commercials*
- *Book Editing - Create page structure for publishing, copy edits, and cover/key art design*
- *Manage Layouts for press (print size, view & bleed requirements).*
- *Manage Knowledge of RGB, CMYK, Pantone Color System.*
- *Develop cohesive visions and standards for projects and products*

Graphic Design

- *Digital Rendering - Rendering using Illustrator, Photoshop, and Corel Painter*
- *Create Marketing Collateral Material for in-station companies.*
- *Create marketing ads for interpersonal i.e. banners, Postcards, Flyers, Letterhead, Billboards.*
- *Logo Design*

Creative Director

- *Recruit, manage and develop staff and business development team*
- *Co-create Marketing Collateral Material Managed Marketing ads*
- *Edit film and movie footage for documentaries and shorts.*
- *Manage broker printing pricing and outsourcing of jobs.*
- *Create Corporate Base Websites for Financial Institutions.*

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Publications, Mentions and Recent work

"The Creative House Art Gallery 2016 – Founded in July 2016 in Inglewood CA, by Rasta Escott EL

"Group Art Show 3D" 2016 - Featured artist in group show curated by Charles Dickson.

"I Speak Art" 2016 - A film documentary on the Art/Creation process of artist, Michael Chukes, Charles Dickson, Teresa Tolliver, Timothy Washington, Toni Scott, Joseph Sims, Leigh Adams

"The woman who would be king" 2016 - Trailer Monologue Short Featuring Esosa E./ Smithsonian Teresa Tolliver, Joseph Sims, Toni Scott, Sabree, Leigh Adams, and Timothy Washington.

"Johnny Gill Tour Book" 2015 - Graphic Photography Tour Book for Musician Johnny Gill

"The Jengu" 2015 - Graphic Novel on the lost people of an under water world

"Jem and the Holograms" 2015 - Character renders on the late 80's comic TV animation for Hasbro

"Saints of Winter Valley" 2014 – A documentary on the Graphic Novel written by Author MD Marie for SDCC.

"Chained" 2014 - A Movie/Film short both written and directed by Rasta Asaru EL

"Abuse" 2014 Film short on the life of a recovering batter woman that takes place in the 60's

"The King Snake" 2014 - Screenplay, Written by MD Marie Directed by Rasta A. Escott EL

"My Spirit is me" 2014 - A children's book on spiritual coping skills.

"Saints of Winter Valley Book" - 2013 Comic Rendering of the graphic novel written by author MD Marie.

"Black Cotton" a Documentary 2013 – a documentary on the making of the book "BLACK COTTON"

"Black Cotton Book" 2013 - A Photography book written by Rasta Asaru Escott EL

" KJLH" - Dominique Diprima - Interviews about the book black cotton and the creation of the documentary

"Blog Talk Radio" - Evening with Ella, -Interview about the Book Black Cotton and upcoming documentary



Employment

Black Cotton Media, Graphic Designer,

<http://www.blackcottonmedia.com> Los Angeles, CA 2011 – 2016

Huemanitee.com, Apparel Designer

<http://www.huemanitee.com> Los Angeles, CA April 2012 – June 2014

Digital Insight, Graphic Designer

<http://www.digitalinsight.com> (Contract) Calabasas, CA March 2009 – December 2010

OfficeMaX / Impress, Graphic Designer.

<http://www.officemaxworkplace.com> Irvine, CA March 2003 – January 2008

Rasta Asaru Escott EL

Graphic Designer, Photographer, Illustrator

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Education:

Santa Monica College ~ Santa Monica, CA (1996-1998)

Platt College ~ Los Angeles, CA (2001-2004) Multimedia Design Certificate

Software Platforms: OSX / PC

Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, MS PowerPoint, MS Word, MS Power Point, Bryce, Poser, Final Cut Pro X, Keynote, Filezilla, Suitcase Fusion, Acrobat X, Light Room, Fiery 5.7, Adobe Premier, Pages, iBooks Author, iMovie, Compressor,

Online Portfolio: www.artofra.com

