

Find me on   

Rastagod@gmail.com

Direct: (310) 491-4972



Rasta Asaru Escott EL

Graphic Designer, Photographer, Illustrator

Accomplished Professional Visual Communicator with 15 solid years experience and expertise in producing high quality commercial art. Dynamic conceptual design skills with the ability to interpret and translate ideas into commercial products. Expertise lies in using Adobe platforms (Photoshop, illustrator, InDesign) Experience creating static & dynamic web pages using HTML & DHTML. Outstanding project management with strong typography. Strong interpersonal skills. Great attention to details. Proven track record of meeting and beating deadlines. Able to work independently or as part of a team. Platforms: MAC/PC operating systems. Types: 60 wpm. 15+ years using adobe Platforms currently using CC Versions. 15+ years experience developing websites, Branding and Collateral Materials, and other online marketing platforms. 12+ years Print media experience; (i.e. Advertising and Marketing Materials) Recent work: Graphic Novel for San Diego "Comic Con 2014 "Saints of Winter Valley" Author MD Marie, Children's Illustrations "My Spirit is Me" May 2014, "Black Cotton" a Documentary. Director of Movie short "Chained" Extensive Key Art experience.

Experience:

BLACK COTTON MEDIA, CREATIVE DIRECTOR

Los Angeles, CA 2011 – Present

Set a cohesive creative vision and standards for projects and product for Black Cotton Media. Works closely with Business Development team and clients as a liaison to the creative department, helping the creative department sell their best digital solutions to our clients. Work closely with our Digital Producers and Application Developers from concept to launch of client projects. Manage all designers, including but not limited to both creative mentorship, design direction, staffing and general managerial duties needed to run the design department.

Provides leadership/motivation and conveys the vision and values of Black Cotton Media's design present and future to all necessary team members. Lead product-focused brainstorming with aim of directing staff to produce digitally driven ideas with relevance to intended target audiences. Provides clear and objective critiques of creative work during development of product. Remains current and communicates

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industry trends and techniques. Helps to defines key user requirements in order to support product design Participates in high-level use case definition, prototyping, and other activities to capture and develop user requirements and integrate these into the product design

Co-create Marketing Collateral Material for in-station companies. Managed Marketing ads for the Black Cotton interpersonal i.e. banners and various other inter-department media. Key Art Creation, Direct movies and photography of media and publications. Edit film and movie footage for documentaries and shorts. Led and manage a team of artist on projects for company development and client base projects on Knowledge of RGB, CMYK, Pantone Color System. Manage Layouts for press (print size, view & bleed requirements). Manage teams on color correction, retouching and proofing, post-script, PDF workflows for final output production.

HUEMANITEE.COM, APPAREL DESIGNER

Los Angeles, CA

April 2012 – June 2014

Support seasonal development calendar in partnership with Designer and Director of Sourcing. Execute specific design development projects as assigned by the Design Director or Designer. Prepare development packages and participate in all communication and follow up related to each package in partnership with the Design Coordinator, and manage development and execution of new designs and site package. Set up spec sheets and swatches of new designs.

Complete all technical sketches for Huemanitee Brand Create marketing and collateral branding for Huemanitee.com Oversee workflow & orders for Direct-To-Garment Sales Division Design Email Blast Composites, Manage broker printing pricing and outsourcing of jobs.

DIGITAL INSIGHT, GRAPHIC DESIGNER

(Contract) Calabasas, CA

March 2009 – December 2010

Create Corporate Base Websites for Financial Institutions. Create Marketing Collateral Material for in-station companies. Created Marketing ads for the Intuit interpersonal i.e. banners and various other inter-department media. Design Web Composites, Portals, for various clients and sub divisions of Intuit

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OFFICEMAX / IMPRESS, GRAPHIC DESIGNER.

Orange County, CA

March 2003 – January 2008

Create advertising in various mediums, print and electronic. Demonstrated highly effective operations management, project management and project negotiations. Created dynamic marketing ads for the yum corporation i.e. Taco Bell, KFC, Long John Silver's, A&W Root beer, Pizza Hut. Design Marketing Projects for OfficeMax / Corporate Clients: i.e. Mitsubishi, Toshiba, and Negotiate Print Pricing with vendors for offset printing projects.

Education:

Santa Monica College ~ Santa Monica, CA (1995-1996)
Platt College ~ Los Angeles, CA (2001-2003) Multimedia Design

Skills:

Software Platforms: Photoshop, Illustrator, InDesign, Dreamweaver, MS PowerPoint, MS Word, Bryce, Poser, Final Cut Pro X, Premiere, Keynote, Filezilla, Fireworks, Acrobat, Lightroom,

Online Portfolio: www.artofra.com

