

Ron Sellers

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my goal

I want to be a key leader in a creative group dedicated in developing brand focused design solutions for a global market that understands the big picture while paying attention to the smallest details.

professional experience- last 10 years

January `01 to Present

Oracle Corp., Redwood Shores, CA - Sr. Graphic Designer, Branding + Creative Group.

Highlights:

- For 5 1/2 years I have been responsible for Oracle's own exhibition area (the DEMOgrounds) in their own tradeshow "Oracle Openworld". This event signage system consists of multi-tier messaging, theaters, special "Guru Lounge" areas, and hundreds of demostations. I design the look and feel of the space, and then produce all the deliverable files, then manage the installation of the show. I have produced 14 tier-one tradeshow events for national and international locations. The size of the DEMOgrounds areas have grown from 4,800 square feet in 2001, to 29,000 square feet for 2006.
- Since the 2004 Major League Baseball season I have been the Art Director, Designer, Photographer and Production for the Oracle Suite Spot Newsletters. These newsletters are distributed throughout the executive suite level at AT&T Park in San Francisco for the San Francisco Giants
- For the last two years I have been the stand-by, designer who goes into the executive management advertising team (this includes Larry Ellison CEO, Safra Catz President and CFO, and Charles Phillips President, among other Senior VP Marketing Managers) meetings to help produce new layouts for upcoming campaigns.
- I set-up and manage the global customer reference logo program, which houses 700+ customer to be used for collateral, advertising and event signage. For this program I had to write the logo submission documents and manage the evaluation process to determine what is usable and unusable.
- I art direct and produce all the deliverable files for the Corporate Wall Art program. This program was developed to share Oracle owned assets and spread consistent campaign messages (as ink jet prints mounted to foam core posters) throughout all Oracle facilities worldwide. Although we have not officially announced the program we have shipped poster collections to 24 different countries through word of mouth requests.
- Within the last year and a half, I have been asked to step in as a digital photographer for our group. Some of the topics I have shot include: daily corporate business lifestyle (for internal stock photography needs), interior and exterior architecture (Oracle facilities), sports action (San Francisco Giants baseball), executive portraits for event keynotes and tradeshows (set-up through tear down).

June `00 to Nov. `00

Eve.com, San Francisco CA- Associate Creative Director Marketing.

Responsibilities include:

- Brand development and maintenance to support ongoing marketing initiatives
- Leverage existing brand into first printed product catalog and seasonal flyers
- Creation of online e-mail ad flyer templates and style guide which helped increase online sales dramatically

Note Eve.com purchased MyHome.com in June of 2000.

Aug. `99 to June `00

MyHome.com, Pasadena, CA.- Creative Director.

- Re branded and repositioned an emerging e-commerce company
- Established the look and feel for the brand, including web site and collateral material
- Set-up internal process documents to streamline digital photography process, integration into online product catalog, and archiving all digital assets
- Assist in setting up the creative production department that includes managing staff of 5. There were 3 designers, 1 full-time staff photographer, and an Intern. This team was responsible for all daily site maintenance and marketing collateral

June `96 to Aug. `99

Miller/Huber Relationship Marketing, San Francisco, CA.- Interactive Art Director.

Partial client list; 3Com, British Airways, Cisco Systems, Levi Strauss and Co., Netscape Communications, Oracle Corporation, Sun Microsystems, Vichon Winery (Robert Mondavi company) and Wells Fargo Bank.

- Concepting, design and production of cross-branding promotional campaigns for either Direct Mail or Interactive projects.
- I also participated in producing new business pitch presentations, these included: all digital components, web sites, landing pads, interactive kiosks and custom interactive application prototypes
- I was responsible for all client presentations that included any interactive components
- Concepted and produced "The 1 Millionth Router" banner and web site campaign for Cisco Systems, was the most successful campaign Cisco had in 1998. Over 25,000 respondents within the 6 week campaign.

Oct. `95 to June `96

CINET, San Francisco, CA.- Graphic Designer.

- Was the first full-time print collateral designer
- Produced a self-promotional CD-ROM
- Supported television show CINET Central with background set visuals
- Initial brand development and site design for buydirect.com

teaching experience

Instructor Typography 1 class (that I developed), since Spring `98 to present (18 concurrent semesters) for San Francisco State University – College of Extended Learning, Multimedia Studies Program downtown center. Teaching has allowed me to hone my people and presentation skills.

skills

Creative Direction, Graphic Design, Project Management, Client Management, Digital Photography, and Onsite Event Management, and Client Presentations.

Highly proficient in the following software applications: Adobe Illustrator, Photoshop, In-Design, Quark X-Press, Strata 3D CX, and custom font design

education

Art Center College of Design, Pasadena CA.

BFA Degree in Graphics & Packaging with Honors `95

references

Available upon request