

Ricky is a Visual Artist & Design Director, currently working with Highspot to craft their Design Language.



Sr. Visual Designer
Highspot
2020—Current

Led direction for Highspot's Design Language, Illustration and Iconography frameworks.

Currently, laying the foundation and guiding the story for Highspot's design language.

Created the first illustration system, and built a library for team and partner usage as a time saver and tone enabler. Led icon redesign within the product, guiding marketing and product pillar alignment.

All projects were performed in collaboration with fellow marketing and product ICs, pillar leads and Directors.

Sr. Graphic Designer
K2 Snow
2016—2020

Led Design Direction and Graphic Design for the 21/22 K2 Snowboard season; this includes all Art Direction, Marketing and Production design.

Presented seasonal direction and designs to internal stakeholders for buy off, and overcame process and sales related challenges to translate direction on-product for snowboards, bindings, boots and soft goods.

Performed in depth CS analysis to create strong communication with the audience. Worked alongside product, sales and marketing managers to meet success metrics.

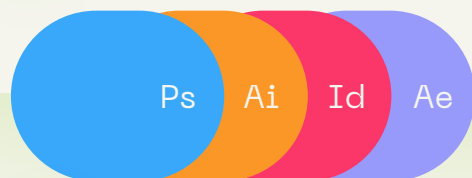
Art Director
Logo Unlimited
2014—2016

Assisted business owner in the startup & sustenance of a small business.

Awareness and process were key focuses to ensure success. Led SEO efforts to build brand awareness —attaining 1st page rankings on Google for search, maps and images.

Managed and trained a team of five on design, production, CX and quality assurance to meet customer expectations.

Success was measured by customer satisfaction reflected in rebuy and reviews.



Brand Design Design Direction Visual Design
Systems Design Illustration Motion Design

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