

James Anthony (Tony) Ridder

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Portfolio: riddercreative.com

SUMMARY

Solid success in leading creative teams, developing and implementing strong visual design campaigns, from concept to end product. Translate business objectives and requirements into effective illustration, photography, web, video and print design. Streamline workflow and maximize resources to deliver work with high visual impact.

Areas of emphasis:

- Creative direction for traditional marketing, advertising & PR campaigns
- Creating brands and increasing brand awareness through multiple channels
- Graphic design, web design and assembly, computer and traditional illustration, photography, and interactive media
- Updating and building creative visual solutions and resources
- Utilizing past experiences to assure outside-of-the-box creativity

CAREER HISTORY

Ridder Creative 1992-Present

Freelance/Contract Creative/Art Director, Designer, Photographer, Illustrator

Create and direct marketing media campaigns to increase brand awareness, service and product awareness through web, print, photography and video.

Past and present clients include: Creative Circle, 2Tor, Edleman, Georgetown University, GTM Sportswear, Nextel Communications, Hobie, Hallmark Cards

Boston University Center for Digital Imaging Arts DC. - 2011-Present

Instructor

Provide hands on instruction and presentation of digital imaging techniques.

Koons Automotive Companies, Vienna, VA – 2009-2011

Senior Creative

Created and directed marketing media materials to increase brand awareness.

Responsible for growth in automotive sales during recession through improved web, print, photography and video impact. Improved efficiency and functionality of video applications. Created visual impact at dealership level. Developed and implemented a broad range of design projects, including logo design, branded wraps for vehicle fleet, kiosks, point of purchase units, and photography booth.

Selected accomplishments:

- Redesigned company website, both form and function, focusing on end-user navigation and marketing impact
- Evaluated and upgraded existing video production practices and equipment

- and provided a better mobile solution for location shoots.
- Designed and created photography booth to meet tight space guidelines and production time requirements, for installation in multiple dealerships.

Sprint/Nextel, Abilene, TX / Reston, VA - 1998-2002 - 2004-2009

Creative Director - Creative Media

Created and directed internal and marketing media materials to increase brand awareness. through trade show and conference graphics, tutorials, accessories catalog, web and advertising design and imagery.

Selected accomplishments:

- Creative lead on Nextel's first html based corporate intranet in 1998.
- Art directed and Designed Nextel.com 1999-2000.
- Creative lead in Nextel's first enterprise intranet portal 2001.
- Creative lead in Nextel's award winning enterprise intranet portal 2004.
- Created directed and produced award winning informational web videos for Corporate Communications.
- 2004-05 Created an in-house creative design department utilizing existing creative talent within the Sprint/Nextel. Coordinated the purchase of photography equipment and developed a better mobile alternative for location photography shoots.
- Worked with a team of four to establish a full three camera video/network/web-cast and photography studio within Sprint/Nextel as well as Final Cut editing suites.
- Brought in several external facing clients such as Sprint's accessories marketing department, and Sprint/Nextel's annual report, Nextel's Emergency response Unit, Legislative, Sprint Public Relations department, Sprint/Nextel Executive Team.

BitStreet Internet, Abilene Texas - 2002-2004

Creative Director

Created and managed marketing media materials to increase brand awareness for several clients through graphic/web design, photography and illustration.

Selected accomplishments:

- Created an agency level creative department broadening the company's commercial client base.
- Brought several clients into the company with new expanded services.

Logotel Inc, Columbia Maryland - 1996-1998

Art Director - Senior Illustrator

Created and directed computer illustration and design for both marketing and product, managed a creative team of 10 artists. National client and license groups included Pepsi, Dr. Seuss, United Media, Miller Beer, Hobie, Comedy Central, Hallmark Cards, South Park

Selected accomplishments:

- Brought in clients such as Hobie, Hallmark, Dr. Seuss and South Park licenses through promotion and meeting with potential clients, creating a large profit increase for the company.
- Refined four-color separation/printing process for dark garments that we had developed at Salem Sportswear and taught four of the artists the separation technique.
- Built a production studio with state of the art Macintosh computers and hired five artists based on high illustration skills bringing art staff to eight.

Salem Sportswear (Fruit of the Loom)

Overland Park, Kansas; Hudson, New Hampshire - 1994-1996

Senior Illustrator/Photographer

Created and managed traditional and computer illustration for product, National and international license groups including Disney, United Media, Warner Brothers, NHL, NBA, MLB, NFL, and NASCAR.

Selected accomplishments:

- Helped implement the move from Overland Park, Kansas to Hudson, New Hampshire when Fruit of the Loom acquired Artex.
- Worked with R&D team to develop the use of four-color process on dark garments cutting down on color stations while creating a broader color spectrum than traditional screen-printing.
- Taught seven of the artists the illustration and separation techniques.

Dimensional Communications, Kansas City, Missouri - 1991-1994

Senior Designer/Illustrator/Photographer

Created and managed computer and traditional illustration, small, medium and large format photography, marketing and advertising, interactive models and kiosks, product packaging, trade show, billboard design to clients including Garmin International, Hallmark Cards, Burlington Northern Railroad, Santa Fe Railroad, Gas Research Institute

Selected accomplishments:

- Introduced the ability to do in-house illustration/photography/retouch to expand creative options for clients.
- Helped to bring in Garmin International'. providing Branding, corporate logo, package design, product photography, tradeshow design and assembly.
- Worked with industrial modeling team to incorporate illustration with industrial design to create one-of-a-kind interactive models, dioramas and kiosks.
- Worked with owner to lock down DCI's Branding, create a corporate logo, and advertise the shops abilities.

Nelson Studios, Overland Park, Kansas - 1990-1991

Illustrator/Photographer/Designer

Created photo-realistic airbrush illustration, small, medium and large format

photography, computer illustration, product package design, marketing and advertising. Clients included: Tyson Chicken, Banquet Dinners, Bandag Tires, Gas Research Institute, Payless Shoes, The American Eye Institute, Bernstein-Rein, Swicegood.

Selected accomplishments:

- Provided and gained knowledge in both photography/photo processing and illustration.
- Introduced the ability to do cartoon as well as photorealistic illustration to expand creative options for clients.
- Helped to provide a corporate brand identity and advertise the shops abilities

EDUCATION

Bachelor of Fine Arts, Kansas Graphic Design and Illustration, Kansas State University, 1990

AWARDS

Kansas City Artist's Coalition Fine Arts Award, 1988

Kansas Watercolor Society Postcard Award, 1989

Golden Squeegie Award (submitted by Tasty printers) 1997

Apex Award - Best Corporate Portal Design, 2004

Chili Pepper Magazine – Best Packaging Design, 2004 and 2005

Chili Pepper Magazine – Best Marketing Concept/Web Design, 2004

Communicator Award - Best Communication Video under \$1500, 2006

Communicator Award - Best Communication Video, 2006

AEGIS Award - Best Training and Educational Video, 2006

TECHNICAL PROFICIENCY

Adobe Photoshop CS.5.1

Adobe Lightroom 4

Adobe Illustrator CS.5.1

Adobe InDesign CS.5.1

Adobe Acrobat X Pro

Adobe Dreamweaver CS.5.5

Adobe Flash CS.5.5

FinalCut

Microsoft Office Suite

Photomatix Pro 4 HDR

References available upon request