



Ron Riffle Graphic Designer

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### **Education**

Ohio University BFA Cum Laude Major— Industrial Design Minor— Graphic Design

Successful graphic designer with experience in diverse forms of graphic design, from print to web.

- Understands the importance of a client's brand and brand personality.
- Thinks outside the box while staying within brand character.
- Meets or exceeds objectives and hits the target market.
- Has passion for the creative process.
- Has the perseverance and commitment to finish a project successfully.

### **Experience**

1996-2008 Ott /KYK Marketing, Inc. Senior Art Director

Design and art direction of point of sale displays for— Brown Forman, Southern Comfort, Sazurac, Rain and Platinum 7, Makers Mark. Environmental graphics, annual reports and brochures for—Jewish Hospital, Hardin Memorial Hospital. Packaging design for— American Air Filter, Samsung Electronics, GE Appliances, Brandeis Equipment Company.

1995-1996 Stewart Lopez-Bonilla Graphic Designer

Contract work for one year. Conception, implementation and development of exteriors, interiors, signage and graphic standards for Dairy Queen franchise stores.

1990-1995 Creative Alliance Senior Art Director

Art direction and design for print ads, point of sale and presentations— Kentucky Fried Chicken, Brown & Williamson Tobacco, Active Ankle and Jackson-Hewett Tax Service.

1987-1990 Vest Fuller Nehring Art Director

Design and art direction— Thomas Lighting, KFC, Challenger Lifts, B&W Tobacco

1980-1987 PriceWeber Marketing Art Director

Production, design and art direction— Cummins Engine, B&W Tobacco, Brown Forman, Navistar.

### **Career Highlights**

#### **The Hanging Car Mat**

Concept and design of a point of sale display for a car mat manufacturer that increased their sales in one year and gave the client a unique advantage over the competition. By designing a packaging system that displayed car mats on a rack, like clothing, the product became an impulse buy and doubled the manufacturer's sales in less than two years. The competition was left scratching their heads.



**Career Highlights**

**The Santa Fe 400<sup>th</sup> Logo**

I entered a logo contest for the 400th anniversary of the city of Santa Fe, New Mexico. My logo was one of four finalists out of thousands of entries worldwide.

**The Brandeis Equipment Company 100th Anniversary Book**

I researched photos, designed and prepared final art for this 300 page hard-bound book that was published for employees, retirees and customers of the Brandeis Company. The book was so popular that a reprint is scheduled for 2010.

**Four Louies**

Lucky Strike "What's That in Your Pocket?" promotion

Lucky Strike print ad

Identity program for RiverPark Place

Ott Communication Self-Promotion

**Best Display at the SEMA trade show Chicago**

My design of a forty-foot Rubber Queen display at the Specialty Equipment Market Association trade show was voted best in category.

**Belle of Louisville Logo Contest**

My design entry for the Belle of Louisville Logo contest was the winner out of over 600 entries from around the world.

**Software Experience**

Adobe Illustrator CS4

Dreamweaver CS4

InDesign CS4

Fireworks CS4

Flash CS4

Photoshop CS4

Painter 7.0

Quark Express 7.0

**Client Experience:**

American Express

Brown Forman Distillers

Brown Jordan International

Brown & Williamson Tobacco Co.

Cummins Engine Corporation

Confederate Motorcycle Co.

DualPro Saw Blades

Eugene Carbide

Hardin Memorial Hospital

Kokolene Oil

Kentucky Department of Tourism

Kentucky Derby Festival

Kyocera America

Makers Mark

Metro United Way

Nortons Hospital

Presbyterian Church Foundation

Samsung Electronics

Sports Car Club of America

United Distillers