



A full-range graphic designer and illustrator, fully comfortable with the Adobe Creative Suite, for print and web.

artist|designer

HOME : 103 Wood Lane,
Havertown, PA 19083

PHONE : +1 610.609.9723

PORTFOLIO : rickwolff.com

EMAIL : rick@rickwolff.com

INSTAGRAM : @rick_wolff

TWITTER : @RickWolff

I MAKE
WHAT YOU MAKE
LOOK AS GOOD AS
IT, IN FACT, IS.

attributes

Skills up to the task. ▶ I've been all over Adobe's Creative Cloud, and its core apps are my core apps — Illustrator, Photoshop, InDesign, as well as WordPress, tweaking themes with CSS and some PHP. I've designed for print, web, slide decks, vehicles, signage, fonts. I'm not lost away from a computer, and am adept at "analog" art and illustration.

Taste that spans a variety of niches. ▶ Every artist has his own style, but a versatile designer can adapt not only to the latest trends, but the expectations of the target audience, the nature of the work, previous creative, and the client's preferences and personal tastes.

Discernment you can trust with work. ▶ There's what the client says he wants, and there's what experience tells me he needs. There's a right way to present both, and even to achieve both. If you don't mind my curiosity, I'll take the time to ask enough questions to determine the best solution — and to anticipate the next one.

Love of, and empathy for, clients. ▶ I read the website ClientsFromHell.com and I find myself saying, "But he had no idea! How's she supposed to know? Isn't it the job of the contractor to keep the client educated?" Patience is a virtue, and all clients deserve it.

experience

Freelance Client: **Bedford 2020.**

- ▶ I redesigned their website from the bottom up two years ago, and will again this year, especially to make it meet responsive expectations: bedford2020.org
- ▶ Their on-the-spot designs range from new pages and sections on their site, to email design, to print advertising and signage. I'm available particularly during their preparations for major expos.

CONTACT : Midge Iorio, midge.iorio@bedford2020.org

Freelance Client: **Woof Music.**

- ▶ I consulted for the marketing efforts for an American expansion by this French music catalog agency, convincing them, among other things, not to use the name wtp1.fr
- ▶ I designed their logo, consisting of a quirky bulldog, and executed a responsive HTML animated opening for their website, viewable on my portfolio site.

CONTACT : Marthelene Heraud, marthelene@woof-music.com

Freelance Client: **Pearson Publishing.**

- ▶ I executed four infographics for a higher-education textbook *Technology in Action*.
- ▶ I was given leeway to, among other concepts, explain the number of newly-created IP addresses by comparing them to the world population, to pave the way for The Internet of Things. They appear on my portfolio site.

CONTACT : Jenifer Niles, jenifer.niles@pearson.com

Employment (1/99-11/08): **The Journal News.**

- ▶ Gannett newspaper that is now lohud.com, serving the northern suburbs of NYC.
- ▶ The task of the marketing department was to promote the paper's readership, subscription and advertising, in and out of the paper itself.
- ▶ I found innovative, visually creative ways to do this, on many media including vehicles, outdoor, and video motion graphics.
- ▶ I took a sprawling media kit, honed its focus and condensed price tables to make them more sensible and take up a third of the pages.