

RICK Wolff

GRAPHIC DESIGNER

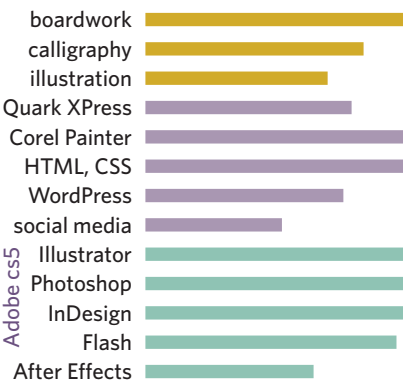
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- It all started when I had a yellow crayon and an orange crayon, but neither would do for the school bus I was drawing.
- I started in film animation and effects, but was diverted to graphic design, at which I've since thrived. Little did we know that "desktop publishing," which I adopted early, would be the vanguard of pro digital media made on home computers. I was in on it from the start.
- I've been bitten by the history bug, which got me to try classic artforms like woodcarving, calligraphy, and oil painting with original materials. Lately I'm keen on the 17th-Century Dutch.
- I still aspire to make an animated film.
- My latest interests involve creative narratives using new media, particularly video, iPad apps, rich interactive PDFs, infographics, and transmedia.

Freelance Designer

- **Client: EB Brands.** Clear prep of packaging art for manufacturers in China. Typography, illustration.
- **Client: Amscan.** Emotive typography and illustration on Christmas giftware. Clear prep of art for manufacturers.
- **Client: Turning Minds.** Designed and coded interactivity for PDF ebook "Embracing Twitter."
- **Client: Really Social Strategies.** Artwork for **Katonah Chamber of Commerce** website.
- **Client: PurpleCar.net.** Online identity; logo, web banner, podcast icon, T-shirt.

skills



Multimedia Designer, The Journal News (Gannett)

- Marketing department's senior designer.
- Outdoor advertising, vehicle signage, in-print promotion, Flash animated Web banners, and storyboards for TV commercials.
- Material for advertising sales, from individual sheets to master sales kit.
- Advanced the adoption of HTML and Flash, interactive PDFs, use of a Wacom tablet, overall graphic identity, and file archiving.
- Relied on as "What's-this-font?" guy.
- Redesigned and modernized Classifieds section, which boosted its credibility in that tough market, and held off the CraigsList Effect a few months.
- Condensed confusing and sprawling rate booklets into organized, logical pages, 1/3 the page count, saving printing costs.

Freelance Designer

- **Clients:** from a one-man shop in a furnished basement to the studios of **Pepsi, United States Tobacco and Reader's Digest, Mountain Dew, Skoal and Seagrams Spirits.**
- My last assignment was **The Journal News**, who hired me.

Graphic Designer, Ink Well Studios

- Graphics arm of the pharmaceutical ad agency **Carrafiello-Diehl Associates.**
- Designed POP, packaging and trade show displays for store brand merchandisers **Nice-Pak** and **Paragon Trade Brands** (baby wipes, diapers), **J.B. Williams** (**Total Hair Fitness** shampoo), and the **Martha Stewart Living** linens display at **Kmart.**
- Assisted in design of physician handouts and advertising (both B-to-B and consumer) for top pharmaceuticals.
- Handled citations in footnotes, and compliance with FDA regulations.

REFERENCES
ON REQUEST

Art Director, Chase Communications Group

- Publishing/PR firm serving New York State insurance associations.
- Influenced purchase of first computer system, software and imagesetter.
- Designed brochures, ads, corporate identity, newsletters, magazines.
- Output the results onto color-separated film to in-house four-color offset plant.

Ad Layout, Restaurant Exchange News

- Regional food service trade tabloid.
- Designed street-wise advertising with traditional tools, till the Mac arrived.
- It's now **Total Food Service News.**

Designer, Pennysavers

- My first design job.
- Stat cameras, phototypesetting, hot wax, flailing Xacto knives.
- Illustrated to avoid clip art.

P.A./Animator, Bob Franz

- Bob was a cinematographer, animator and DGA member.
- Did familiar effects and animation shots for national TV commercials.
- **Clients:** **Neo-Synephrine, USAir, Pulsar, Rubik's Cube, Nytol.**
- Animated the pre-computer **Pillsbury Doughboy.**

BFA in Communication Arts, New York Institute of Technology

- Film, video, radio, advertising, PR.
- On this campus was the first computer animation lab of the precursor to **Pixar.**

I make
WHAT YOU MAKE
look as good as
IT IN FACT IS.

