

Ragani Harris

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Senior Art Director Yates Advertising

Sausalito, California
2007 to Present

Create marketing and advertising materials to help companies meet and transcend their marketing goals.

- Collaborate with clients to develop innovative visual design for branding and marketing success
- Provide a variety of media approaches, from direct mail and print to web and email
- Contribute to all stages of the creative process, from conceptualization to production
- Redesigned Yates Advertising agency website to create a refreshed, dynamic portfolio of work
- Clients include PG&E, Wells Fargo Bank, Symantec and Matthews Asia

Graphic Designer

San Francisco Bay Area,
California
1995 to 2007

Fulfill creative needs for small and large business and educational clients.

- Create graphics, logo identity, signage, color transparencies, and slides
- Develop presentations, corporate publication designs, packaging, and inserts
- Typeset book layouts, newsletters, and training materials
- Build interactive Adobe Acrobat (PDF) manuals
- Create and update web sites and web graphics

Senior Art Director ApotheCom Associates, LLC

Oakland, California
2001 to 2005

Developed and managed all creative aspects of clients' accounts and ensured that the creative output met strategic marketing needs.

- Collaborated with multiple client teams to produce materials on time and within budget
- Creative expertise includes designs of symposia collateral, monographs, abstracts, slides, brochures
- CD-ROMs, newsletters, videos, graphic standards manuals, scientific posters, and medical illustrations
- Designed web graphics for clients' internal database

Studio Artist

Lewis & Partners

San Francisco, California
2001

Prepared advertising, packaging and collateral for food and beverage clients.

- Created hi-resolution art for mechanicals
- Prepared production design for print
- Maintained and updated archives of client work

Senior Digital Artist FCB HealthCare

San Francisco, California
1997 to 2001

Produced advertising, collateral, direct mail, point of sale, and web art for medical industry clients. Created digital art and complex photo compositing.

- Designed logos for domestic and international branding
- Helped develop IntraNet to manage internal communications
- Assisted in managing studio activities
- Prepared production design for print

Computer Lab Technician Academy of Art College

San Francisco, California
1995 to 1996

Instructed and assisted students in the use of more than 25 applications, ranging from desktop and graphic design to multimedia and 3-D modeling, including Photoshop, Illustrator, PageMaker, QuarkXPress, Director, Premiere, FileMaker Pro, Excel, and PowerPoint.

- Developed and presented seminars to instructors and lab techs in the use of software
- Created interactive multimedia learning tools
- Tutored students with learning disabilities
- Set up, supported and maintained a 200-computer lab

Education

Bachelor of Arts in Industrial Arts, emphasis in Graphic Design, San Francisco State University, Department of Design and Industry, 1994

Awards

- The RX Club Award of Excellence
- The Mobius Advertising Awards Certificate of Outstanding Creativity
- Medical Marketing Association International Awards of Excellence (IN-AWE) Gold Award for illustration.