

Ragani Harris

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Senior Art Director | Visual Systems & Cross-Channel Design

Creative leader focused on making scientific and technical ideas understandable through clear, cohesive visual systems. I shape brand identities, visual narratives, and cross-channel experiences for fast-moving, mission-driven teams. My work spans digital, print, and environmental design, and I collaborate closely with scientific, editorial, marketing, and technical partners to deliver work that is thoughtful, compelling, and occasionally surprised to have met every deadline. I adapt quickly to new tools that support stronger exploration and visual thinking.

Core Strengths

Visual Storytelling | Brand & Identity Systems | Editorial Design | Environmental & Large-Format Graphics | Scientific & Technical Communication | Concept Development | Cross-Functional Collaboration | Creative Direction | Workflow & Template Systems | Rapid Learning of New Tools

Tools & Technologies

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro) | PowerPoint | Microsoft 365 | SharePoint | WordPress | Drupal | Marketo | CSS | Figma | Emerging Creative Generative AI Tools

Professional Experience

Bio-Rad Laboratories, Inc. | Hercules, CA | *Senior Art Director* | 2012–2025

Led visual direction for global scientific communications across Bio-Rad's Life Science, Food Science, Education, and Clinical Diagnostics divisions. Developed narrative-driven design systems, educational content, infographics, and multi-channel assets supporting product launches, scientific outreach, and internal organizational learning.

- Designed cross-platform marketing, sales, and educational materials including email, web content, landing pages, infographics, print collateral, and digital diagrams for various scientific audiences.
- Produced environmental and event graphics for major conferences including ASHG, AACR, and SLAS, creating large-format experiences that clarified complex scientific topics.
- Created instructional and educational visuals for Bio-Rad's Education and Life Science groups, helping teachers, students, and researchers understand complex experimental workflows.
- Built scalable brand systems and templates used across regions the Americas, EMEA, and Asia-Pacific.
- Translated dense scientific content into accessible visual narratives in collaboration with scientists, writers, educators, and marketing teams.
- Partnered with technology teams to implement design systems across SharePoint, Microsoft 365, and Drupal environments.
- Produced materials requiring regulatory review, ensuring consistency and accuracy in high-scrutiny contexts.
- Designed internal communication systems and presentation frameworks for enterprise-scale events such as the North America Sales Meeting.
- Served as a trusted creative partner across Education, Events, and product-marketing teams.

Yates Advertising | San Francisco, CA | *Senior Art Director* | 2007–2012

Developed integrated campaigns and visual systems for major corporate and financial clients. Brought clarity, structure, and an editorial sensibility to digital, print, and experiential projects.

- Produced on-brand web, email, print, and identity assets for clients including PG&E, Wells Fargo, and Symantec.
- Developed conceptual directions and oversaw execution across multiple media formats.
- Led redesign of the agency website and supported improvements to internal design workflows.

Additional Relevant Experience

Independent Contractor | *Freelance Art Director & Designer* | Ongoing

Provide visual direction and multi-channel design for science, education, nonprofit, and arts clients, with a focus on clarity and narrative.

- Designed educational graphics, digital assets, and visual identity elements for *At the Brink*, supporting public understanding of complex topics.
- Created multi-layered visuals including diagrams, illustrations, and explanatory graphics to support complex educational topics for academic and public audiences.
- Created book covers, brand identities, and promotional assets for independent authors and small publishers.
- Developed album covers and packaging designs for musicians, using conceptual imagery to convey narrative tone.
- Provided ongoing creative consultation to nonprofits, founders, and independent makers preparing to launch new visual identities or educational initiatives.

ApotheCom, Inc. | Oakland, CA | *Senior Art Director*

Collaborated with scientific and medical clients to produce clear, narrative-driven materials for healthcare audiences.

- Designed brochures, monographs, infographics, diagrams, and event collateral.
- Clarified complex scientific concepts through structured visual narratives and clean typography.
- Supported cross-functional teams including medical writers, editors, and scientific advisors.

FCB HealthCare | San Francisco, CA | *Senior Digital Artist*

Created large volumes of print and digital assets for healthcare-professional campaigns with a strong emphasis on clarity and accuracy.

- Designed point-of-sale materials, digital graphics, and educational visuals.
- Produced award-winning medical illustrations and conceptual imagery.
- Supported teams working under tight deadlines and highly regulated workflows.

Dickens Christmas Fair | *Coffeehouse Manager* | Seasonal, 10+ years

Managed operations for a busy coffeehouse inside an immersive Victorian environment. Helped build and style the booth, maintained themed menu signage, and led a seasonal staff of up to 30.

- Oversaw daily workflow, opening and closing routines, and staff coordination.
- Trained new hires and supported conflict resolution.
- Managed scheduling needs, handled shift coverage, and maintained fair tip distribution.
- Monitored inventory and assisted with purchasing decisions.
- Handled customer concerns and special orders.

Education

Bachelor of Arts (B.A.), Industrial Arts |
Graphic Design Emphasis
San Francisco State University |
Department of Design and Industry

Selected Clients

Genentech | Amgen | Gore Medical |
Medtronic | Biogen-Idec | Wells Fargo |
Matthews Asia | PG&E | Google | Arup |
IRAS | Independent Authors & Publishers |
Creative Small Businesses

Recognition

RX Club Award of Excellence |
Mobius Advertising Awards:
Certificate of Outstanding Creativity |
IN-AWE Gold Award