



carol-anne ryce-paul • Senior Brand Designer

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Senior Designer and Branding Creative | Facilitating best practices, through strong graphic and visual design skills, UX design thinking, and creative management across projects, teams and departments

Skills

Design Skills: User Experience | User Interface | Prototypes | Mockups | Wireframes | UX Research
Visual Design | Brand Design Systems + Guides | Creative Direction | Graphic Design and Layout
Brand Strategy | Social Media | Digital Media | Client Relations | Vendor Relations | Collaboration
Creative Project Management

Technical Skills: Adobe Creative Cloud | Adobe InDesign | Adobe Photoshop | Adobe Illustrator | Adobe XD
Adobe After Effects | Adobe Premiere Pro | Adobe Acrobat Pro | HTML and CSS Web Development
Sketch | InVision | Microsoft Word | Microsoft Powerpoint | Microsoft Excel | Google Docs
Google Slides | Google Forms | Apple Keynote | Apple Numbers | Video Production | Data Visualization

Industries: Technology | Media + Entertainment | Non-Profit | Children's Entertainment | Education
Food + Beverage | Toys | Pets | Fashion | eCommerce | Travel | Advertising | Social Media | Marketing
Global Consumer Goods | Data Analytics

Web Technologies: Google Cloud | Slack | Dropbox | Amazon Web Services

Platforms: Mac OS | Windows

Professional Experience

Carp&Co Creative **Creative Graphic Designer** *2013-present*
New York

As a design consultant, created various types of unique corporate branding and design systems and elements. Designed components and interface elements for screen and print products, and conducted research, managed creative projects and teams, and managed various types of vendor relationships.

NYICFF **User Experience Designer** *2019*
New York

Collaborated with our team on a mobile app prototype for the New York International Children's Film Festival's website, designed to increase ticket sales, festival visits, and other key business goals.

Mattel/Fisher-Price, Global Brand Marketing **Staff Graphic Designer** *2016-2018*
New York

Focus on global company-wide design and creative services in the children's education, media, entertainment, and toy and baby gear industry.

Collaborated with the global brand teams on brand and marketing collateral in various languages for their specific markets. Lead the reorganizing, updating and redesigning of all Fisher-Price preschool brand and style guide systems for global retail, online and social media use; this led to consistent global branding and easier market differentiation.

Designed global brand development marketing content for the Fisher-Price range of learning and developmental play brands, and baby gear. By identifying the appropriate designs to execute the company's internal brands' e-commerce, internet, and social media presence, the company's social profile was increased among parents and caregivers.

Collaborated on the visual redesign and brand development for domestic and international partner product websites to increase sales and specific brand differentiation in Europe, Asia, and Latin America. This led to the update of the Amazon product page e-commerce creative content of the core Fisher-Price brands.

Co-produced brochures and guides with the Fisher-Price PlayLab team on education, research, and child development for internal product development, branding, and scholars. Partnered to produce the UN's Sustainability Goals Initiative with the Thomas the Tank Engine team producing a document for parents and preschoolers.



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Sesame Workshop, Creative Services Senior Graphic Designer 2004-2013
New York

Focus on global brand marketing design and creative services in the non-profit children's education, media, entertainment, and licensed toy and baby gear industries.

Designed, managed and produced content and assets for print, licensed products, and various screen media. Initiated the development of the very successful Digital Asset Management system used globally within the non-profit's organization.

Managed the development, design, and production of creative print collateral for workshop initiatives, events, public relations, branding, marketing collateral, education, research, presentations, and communications. Conceptualized and helped implement the design and branding of the very successful Sesame China re-launch.

Additional Relevant Experience

Grow With Google - CUNY Techworks UX Designer and Project Manager 2019
New York

Collaborated as a part of the winning team in the CUNY Grow with Google Accessibility product hackathon.

AllianceBernstein Senior Creative Designer 2018-2019
New York

Designed financial wealth management marketing collateral.

Russian Standard Vodka Senior Designer/Social Media Art Director 2016
New York

Created all successful points social media campaigns for top global vodka and spirits business. Created marketing collateral, sales content and customer-facing branding and communications. Designed in-store packaging and trade show merchandising displays.

Davis Polk & Wardwell Senior Designer/Art Director 2014-2016
New York

Revitalized the top global law firm's business development content and client-facing global branding and communications content by integrating modern design and photographic elements.

White & Case Design Consultant 2013-2014
New York

Design and research consultation on the international re-brand and re-design of the firm's client-facing branded printed and virtual business development, advertising, and marketing products.

Eva Mueller Photography Studio Manager 2002-2004
New York

Assisted, managed the studio, and supported fashion photographer with film and digital photography shoots and the management of a busy fashion, music and editorial photography business.

Shahid and Company Production Designer - Freelance 2001-2002
New York

Created design assets, photo illustrations, retouched photography, and built presentation boards, prototypes and maquettes for various advertising agency clients.

Education

Parsons School of Design, The New School	<i>New York and Paris</i>	BFA, Photography, Graphic Design
CUNY Tech Works, City University of New York	<i>New York</i>	Certificate, UX Design
School of Visual Arts	<i>New York</i>	Various Design + Professional Courses
Noble Desktop	<i>New York</i>	Certificates, Graphic, Motion, UX Design
New School University + General Assembly	<i>New York</i>	User Experience Design
Girl Develop It	<i>New York</i>	Computer Programming
Design Gym	<i>New York</i>	Design Thinking