

➔ ART DIRECTION.  
 + UX/UI DESIGNER.  
 + PRODUCT DESIGNER.  
 + GRAPHIC DESIGNER.

# RHODNEY REGOSO

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## BRAND EXPERIENCE



2001-2003

## EDUCATION

GEORGE BROWN COLLEGE  
 SCHOOL OF DESIGN

Major:  
 New Media & Corporate Design



Award:  
 3rd Year Show  
 New Media Design

## SKILLS & EXPERTISE

- ✓ BRANDING & IDENTITY
- ✓ PRINT
- ✓ WEB
- ✓ UX/UI DESIGN
- ✓ PHOTOGRAPHY

## PERSONAL PROFILE

Committed, is a word that illustrates my dedication and love for my craft. With over 15 years of professional experience within several organizations, my passion and creativity for the art has only gotten stronger.

I have always had an itch for design and possess a solid understanding of the design principles within UX/UI, print, web, social media and non-traditional design. With my work experience I have acquired a keen business sense and maintained strong relationships with clients insuring projects were done within a strict and efficient deadline.

I pride myself in the quality of my work and am recognized for my fresh and innovative ideas. I strive to be the best and try to bring the best out of others around me.

PROFICIENCY



## CAREER EXPERIENCE

**UX/UI CREATIVE DESIGN MANAGER**  
 CityBlast Inc./Social Horse Power



- Overlooking the redesign of the CityBlast look and feel from, internal to external UX/UI designs.
- Managing all client requests and over all designs.
- Making executive decisions regarding final steps in the design and experience of new projects.

**CREATIVE & DESIGN MANAGER**  
 Cendyn Arcaneo



- Started my role as a Design Specialist and humbly became the Creative & Design Manager.
- Played a key role in the development of projects, from the initial concepts, to the final stage of every project.
- The ability to consistently conceptualize and capture the desired vision of the clients needs.

## HOBBIES & INTERESTS

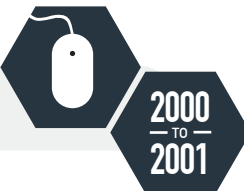


**CREATIVE DIRECTION & DESIGN**  
 Scribble FX



- Designed and created the brand, marketing and social media outlets for a local food truck.
- Nation wide finalist for a Holt Renfrew & Modern Amusement T-Shirt competition.
- Significantly improved the quality of designs in several different projects.

**JR. GRAPHIC DESIGNER**  
 Truespectra Inc.



- Did market research regarding colours and User Interface and user experience design.
- Manipulated and designed images for demos.
- Prepared and helped prepare Powerpoint presentations for tradeshow.