

# RANDY SEEDS /CREATIVE DIRECTOR + DESIGNER

Over 20 years experience in a variety of marketing communication disciplines.



## Proficiencies:

- **Adobe Creative Suite**
- **Cross Media Integrity**
- **Design Project Management**
- **Business and Technology Acumen**

### **Advertising and Promotion**

Print and Digital Advertising  
Custom Email Newsletters  
Interactive Presentations  
Website Design  
Custom Blog Integration  
Sales Collateral

### **Branding**

Naming and Slogan  
Identity Design  
Implementation

### **Corporate Events**

Event Marketing Collateral  
Production Design

### **Environmental Design**

Trade Show Exhibits  
Large Format Graphics  
Commercial Interiors  
Signage and Displays

## Contact:

**Randy Seeds**

**704-526-5788**

**randy@rseeds.com**

Online portfolio: [rseeds.com](http://rseeds.com)

## Experience

### **CREATIVE DIRECTOR/ DESIGNER/ FOUNDER**

5/1998 - Present **Synergy Studios, Inc., Mooresville, NC**

Advertising, marketing and promotion design.

- Identity and naming. Brand strategy and architecture
- Website, e-newsletter design and delivery
- Print and digital sales collateral, presentations and trade show materials
- User interface design
- Corporate event production design
- Photo rendering and digital illustration

### **CREATIVE DIRECTOR**

2/2002 - 1/2007 **COSS Development Corporation, Huntersville, NC**

Product branding and naming. Brand strategy and architecture. Advertising, promotions. Website(s) and electronic newsletter design and implementation. Printed and digital sales collateral. Trade show exhibit design. UI design and conference production design.

- Significant influence on overall marketing direction
- Completely re-branded company. All media across three locations
- Complete overhaul of customer facing POS user interface
- Implemented comprehensive email marketing, and analytical software systems
- Five consecutive years, designed and managed production of annual business conference. From theme development through stage design and on site direction

### **ASSOCIATE PRODUCER**

5/1998 - 8/1998 **Paramount Design & Entertainment, Charlotte, NC**

Assistant to Executive Producer and Creative Director. Titanic-The Movie on Tour. Property coordination (movie props, wardrobe, graphics and photography). Liaison to Paramount Studios Hollywood, 20th Century Fox Studios and exhibit fabricators.

### **ART DIRECTOR**

10/1997 - 4/1998 **Gaines Brown Exhibit Design, Charlotte, NC**

Trade show and museum exhibit design. Graphics development. Managed production/fabrication teams.

### **EVENT DESIGNER**

10/1993 - 2/1997 **Concept Design, Inc, Los Angeles, CA**

Fortune 500 clientele. Presentation design. Graphics development and fabrication supervision. Special events, stage and set design for corporate theater, television and film, trade show exhibit, temporary and permanent lobby display.

### **GRAPHICS, SIGNAGE, PROPS AND SCENERY**

1/1987 - 10/1993 **Various freelance, Los Angeles, CA**

Advertising design. Specialty signage for television, film, special event and exhibit.