

RAY LIBERIO

ART DIRECTOR & GRAPHIC DESIGNER



817-681-6667



RAY.LIBERIO@GMAIL.COM



RAYLIBERIO.COM

EXPERIENCE

GRAPHIC/DIGITAL DESIGN

Payscale

August 2023 - Present

I currently collaborate with the marketing team to develop and execute visual design concepts leveraging industry-specific techniques to create a wide range of in-house and client-facing projects and campaigns in digital and print formats.

ART DIRECTION/GRAPHIC DESIGN

The Starr Conspiracy

May 2017 - June 2023

Coordinated with the internal marketing team to create memorable and eye-catching campaigns and graphics. They let me loose to create a brand system that represents who the agency is. I was the primary art director for many client teams such as NuCompass, Brainier, Gympass and the assistant designer for many others like Lyft Business, SAP, Oracle, SoFi and Zip Recruiter to name a few. Need a brand and the guidelines to go with it? Let's talk.

GRAPHIC/DIGITAL DESIGN

Mouser Electronics

July 2014 - May 2017

Developed digital and print graphics for in-house and customer-facing marketing campaigns, trade show merchandise, and general advertising. Did I mention digital marketing? We did a lot of that.

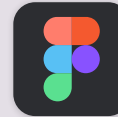
GRAPHIC/WEB/PRODUCT DESIGN

Thomson Reuters

November 2000 - March 2014

Developed graphics and layouts for product illustrations, packaging, company logos, user interfaces, and Internet and intranet websites.

TECHNICAL SKILLS



I like the Adobe Suite. Yes, everybody uses it, but I really do like using them all together. They can be pretty powerful as a team.

My personal favorite is Photoshop. It was the first piece of software I fell in love with. It took me a while to go to the dark side of Vector graphics, but I love Illustrator now too.

I also have a lot of experience with tools like Elementor. I used to write a lot of HTML and CSS, so working within a tool like Elementor is fun for a seasoned pixel pusher like me.

I hear Adobe is buying Figma and doing away with XD. Go Figma.

EDUCATION

AAA, VISUAL COMMUNICATION

The Art Institute of Dallas

1990 - 1992


School was so long ago I learned how to use a T-Square and Triangle with an HB pencil. Jokes aside, I'm glad I learned all the fundamentals of doing what I do now by hand. It has helped me think about things differently today. I have done everything from B2B design to Band Merch to Branding.


While I went to school many years ago, working in an agency for six years and also on several in-house teams for many more, has kept me on my toes. I've not only been able to explore and hone my craft, but I've continued to learn methods for how best to think and create strategically for a client's brand.

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