



**creative director + senior designer**

**Randall E. Dolowy | Ventura California**

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For 27 years I have worked in a wide variety of industries, ranging from financial institutions, action sports to healthcare. I'm dedicated to building and nurturing the brands and institutions I work for. Positioning their brands to achieve market potential through compelling, creative, strategy-based solutions. I believe brands and communication materials alike should be concise, bold, and committed! They must strive for greatness by setting the pace and expressing their voice, placing creative initiatives into the realm of motivational and inspirational! Whether it's a brand identity system, educational collateral, instructional website, advertising campaign, or promotional event, I set out to craft purposeful customer connections that build an engaging 360° brand experience.

Solving brand and visual communication problems encompasses what professional graphic design and creative direction is meant to be. Creating visually appealing and concise communication, in what has become mundane or average in our day to day journey is part of the difference. These design solutions reinforce the materials used to educate the targeted audience. By delivering top-tier design with enthusiasm and consistency your audience will stay engaged, organized and well informed.

Enclosed is my Resume which further displays the process in-which I have applied my style of creative direction and graphic design throughout my career. If you find it applicable to the needs of your department please contact me to schedule a meet-n-greet. I'll further explain how I can solve your creative problems as well as improve your marketing materials.

To see my portfolio and learn about my process please visit: **[www.voyceinc.net](http://www.voyceinc.net)**

Sincerely,

Randall E. Dolowy

## **Randall E. Dolowy: Creative Director, Senior Designer**

### **Biography:**

I have established myself as a leader in the fields of graphic design, brand positioning and integrated marketing for 27 years. As a seasoned independent Creative Director and Senior Designer, I have successfully launched and marketed numerous brands in multiple industries ranging from health care, education, action sports to financial services. In doing so, I have controlled various types and budget sizes without compromising quality or creativity. My creative capabilities and excellent leadership skills have consistently demonstrated positive results.

**Specialties include:** Brand Positioning, Graphic Design, SEO visibility ranking management, Marketing Strategy & Implementation as well as Team Assembly, Project Management, Positive Team Motivation, Creative Vision, User Experience Design, Deploying Multi-Faceted Creative initiatives, Brand Identity Development, Advertising Campaigns, Point of Purchase, Website Design, Online Media such as animated banner adverts and email blasts, Business Collateral, Trade Show Booth Design, and Print Management.

### **Experience:**

#### **Graphic Design:**

Produced and established creative direction for numerous multi-faceted brand initiatives. Designing and implementing identity systems, company catalogs, integrated advertising campaigns, in store displays, product packaging, product and service web sites, branding and brand revitalization, clothing, trade shows, product graphics and colors.

Very knowledgeable within the creative suite software enabling design development process to be time efficient. Able to clearly cast the needed design direction to team members in an intuitive visual manner. Highly proficient within typography creating proper page layouts that include text only. Able to quickly create info-graphics and seamlessly combine with messaging and photography. Extensive experience in creating beautiful and precise brand identity systems that work throughout all campaign media. Highly knowledgeable in signage, banners, window clings and outdoor advertising design.

#### **Creative Director:**

Responsible for purposeful creative direction, design, management of all marketing initiatives, including all Print and Online items. Managed all aspects of development including Design. Time-line and Budget planning, final Art Direction, Press Release and Editorial Deployments to complete all initiated campaigns.

#### **Management & Supervision:**

Proactive when trouble shooting and problem solving is needed.

Managed multi-disciplinary creative teams including Art Directors, Graphic Designers, Copywriters, photographers (studio and location), Public Relation professionals, Web Developers, Printers, and Event Coordinators.

Successfully delivered large and small projects while keeping within budget and on schedule, also ensuring creative quality and on-target results in marketing and business objectives.

Collaborated closely with Corporate Brand Strategy Directors maintaining consistency within brand guidelines for health care companies such as UniCare, BlueCross, WellPoint, InTune, Anthem and Amgen\* (\*As a creative strategist for Oncology product and services).

Develop and carry out client user experience presentations.

Successfully integrated appropriate creative concepts and design to direct all external resources necessary to communicate an effective brand message.

## Randall E. Dolowy: Creative Director, Senior Designer

### A selection of past and current clients include:

Amgen	Anthem Credentialing services
Avery Dennison	Blue Cross of California
Bernzott Capital Advisors	Borla Exhaust
Cal National Bank	CardServices International
CIG20 e-cigarette	Classic litho
Delta-9 dispensary	A Fresh Face Inc
Fitovers Eyewear	FreeAgent Bikes
Gallo Barefoot products	GT Bicycles
IntegrityBio Solutions	InTune healthCare
IQ store	intellian radar systems
Jackson Automotive Racing Products	KHS bicycles
Luxottica New York	Nema International
No Fear	Ocean fresh Seafood
Omron Health Care	Outsource Inc
Pacifica Center for cosmetic surgery	Pacifica Med Spa
ReVolt powering people	Safeport dispensary
Scosche, bluelife product division	Spark Industries
Stolen Bikes BMX	Surface Bicycle Components
Suzuki Marine	Tioga USA Bicycle Components
USCB America	UniCare Health Care
USBank	Viscount Japan
WellPoint Health Care	Will Grant Vision
Wiley X Optical	

## Randall E. Dolowy: Creative Director, Senior Designer

### Creative Director/Graphic Designer Background:

<b>Acentia:</b> Web site / Advertisement design	Senior creative / design, project manager
<b>Amgen:</b> Oncology trade shows / marketing initiatives	Creative strategy / lead and motivate team
<b>Anthem</b> Credentialing Services inc. / All collateral	Senior creative / design, project manager
<b>BlueCross:</b> Rate-increase & Retention Program Consumer direct brochures and mail campaigns	Creative director / design
<b>BlueCross and LA Dodgers</b> sports partnership	Creative director / design
<b>Fitovers Eyewear:</b> Creative and Advertising media	Marketing strategy, project manager / design
<b>Freeagent bikes:</b> Re-Branded the company / All collateral	Senior creative / design, project manager
<b>InTune HealthCare:</b> Designed and produced launch materials	Creative director / design
<b>KHS Bicycles:</b> Re-Branded the company / All collateral	Senior creative / design, project manager
<b>Luxottica:</b> Italy and New York	B2B & Consumer Marketing Collateral design
<b>Omron:</b> Consumer Ads / Packaging initiatives	Creative strategy, project manager / design
<b>Pacifica:</b> center for plastic surgery	Marketing strategy, design / project manager
<b>Serfas:</b> in store product display creation	Art director / design implementation
<b>Stolen Bikes:</b> Product graphics / catalogs / Ads	Senior creative / design, project manager
<b>Tioga:</b> Web site / Catalogs / Ads / Product graphics	Senior creative / design, project manager
<b>USCB America:</b>	Creative strategy, project manager / design
<b>UniCare:</b> Direct marketing materials	Creative strategy, project manager / design
<b>WellPoint:</b> Program and Pharmaceutical naming projects	Creative director, project manager / design
<b>Will Grant Vision Foundation:</b>	Creative director, project manager / design

### Strategically directed and executed diverse programs to create branded accessories and displays for trade show exhibitions and events such as:

#### Oncology tradeshow:

Craft Tradeshow booth theme, the users branded experience, develop an engaging journey from entrance to exit, cast the creative direction for all event collateral.

#### Dodger sporting events:

L.E.D animated message displays, Game day giveaways, program advertising.

#### Blue Cross Road show:

Collateral design accompanied with vehicle wraps created to engage the young invincible demographic

#### Mountain bike Tradeshow and Race events:

Booth design, displays with branded messaging, tents, banners, product catalogs and clothing giveaways.

#### Cal National Bank:

Outdoor advertising, in branch branded message displays, marketing collateral for B2B & consumer as well as creative displays stands to hold all consumer banking collateral.

**Randall E. Dolowy: Creative Director, Senior Designer**

**Awards:**

I have been awarded a variety of International and Domestic awards throughout my career for display and advertising initiatives. Received the Design Excellence for Product Marketing Collateral Honor in the category of "Leading Automotive Manufacturer."

<b>GT Bicycles:</b>	Germany 1995, international product display award
<b>Jackson Racing Automotive:</b>	2000 product catalog, Design excellence
<b>FreeAgent Bikes:</b>	2004 advertising campaign, Design excellence
<b>BlueCross Missouri:</b>	2006 product catalog, Design excellence

**Work History:**

<b>Self Employed: DBA: voYce brand design</b>	2004-Present	Creative Director Senior Designer Project Manager
<b>Owner: Tonic brand Communications, Inc.</b>	2001-2004	Chief Creative Officer Senior Designer Project Manager
<b>Self Employed: DBA: design chamber</b>	1996-2000	Creative Director Senior Designer Project Manager
<b>ONZA Bicycle Racing products</b>	1995-1996	Art Director
<b>GT Bicycles</b>	1993-1995	Art Director
<b>Freelance Design</b>	1989-1992	Graphic Design

**Education:**

<b>California State University Northridge:</b>	B.A. Degree: Graphic Arts June 1993
<b>Art Center of Design:</b>	1990-1991
<b>Pierce College:</b>	1987 Associates Degree: Emphasis – Business Administration

<b>LA Lutheran High School:</b>	High School Diploma: 1985
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<b>Computer design software:</b>	Fluent in the latest Creative suite software packages Macintosh "Apple"
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*References available upon request.*