RED LOGIC
D E S I G N

Russell A. Broadstone
Web | Graphic | Interactive Media
russell@redlogicdesign.com
www.redlogicdesign.com
(949) 291-7439

Personal Statement / Objective:

I am a creative and enthusiastic designer with a passion for aesthetics and their impact on society. I specialize in graphic and web design with a strong interest in advertising, marketing, production and business development. I am committed to success and providing quality work.

Experience

DealerSocket
  UX/UI Designer | 2015 – Present
- Design and develop consistent brand identity throughout entire corporate website and marketing campaigns
- Manage all marketing email campaigns and landing pages
- Bootstrap framework, HTML5, CSS3, Marketo, Emma, Workamajig, PHP, WordPress

Red Logic Design
  Independent Web, Graphic Designer | 2009 – Present
- Design and develop websites using the latest principals and UX/UI techniques from wireframes / user flows to testing and setting live the final product.
- Utilize all of Adobe Suite, Microsoft Office, Final Cut, Pro Tools, Photography, Typography, Illustration, UX, UI, Bootstrap and Mobile Application Design, HTML5, CSS3

Local.com
  Web / Graphic Designer | 2011-2013
- Sole designer for a nationwide corporation, managing the strategic design for clients
- Designed logos and website templates for client websites
- Generated banner ads for clients to be displayed on Local.com website
- Created custom background images for client Twitter and Facebook accounts
- Provided Maintenance and enhancements of websites / templates, marketing / promotional material using Photoshop and Illustrator. Basic Front-end development using HTML, CSS

Ender Technology
  Web / Graphic Designer | 2010 – 2011
- Designed UX / UI, wire frames, layouts and concepts using Fireworks and Photoshop
- Provided HTML email template design and development
- Basic Front-end development using HTML, XHTML, CSS
- Cross platform and browser testing, E-commerce, and Marketing Experience

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Technical Proficiency

Operating Systems:
Mac / PC

Applications:
Adobe Creative Cloud, Microsoft Office, Final Cut Pro, DVD Studio Pro, Pro Tools

Languages:
HTML5, CSS3

Additional Skills:
UX/UI, Information Architecture, Responsive Design, Bootstrap, WordPress, Magento, Axure, Wire Framing, Omnigraffle, Workamajig, Emma, Marketo, Print Design, Typography, Photography, Agile Process

Education

Art Institute of CA. Los Angeles
Associate of Science
Web Design & Interactive Media
February 2006 – June 2009

Saddleback Junior College
Associate of Science
Graphic Communications
September 2002 – May 2005

Interests
Outdoors, Sports, Concerts, Food, Technology, Film, Art, Life in general