

NED FARRELL

DIGITAL DESIGN

GRAPHIC DESIGN

MULTIMEDIA DESIGN

UI DESIGN

WEB DESIGN

PORTFOLIO :: WWW.NFARRELL.NET

FREELANCE – New York, NY *October 2022 – Present*

I have recently been working contract positions at varying lengths of contract; generally at 6 month periods and lengths. Companies worked for include a global engineering firm as well as for a NYC start-up. Working in established brand guidelines as well creating brand guides for the start-up; work for start-up is fluid and created as needed and include logo and brand design as well as store renderings for their store being built out. All work done in: **InDesign CC, PhotoShop CC, Illustrator CC, Premiere CC, Figma, Acrobat, PowerPoint, Microsoft Word.**

BLUE NOTE ENTERTAINMENT GROUP – New York, NY *February 2022 – October 2022*

Work for BNEG is in a senior digital design capacity. Design responsibilities vary from artist screens and admats, posters, staging design, email, ad design, OOH billboard design, social media design, monthly program books, production, prepress, and all things design. Work includes building digital and print-related designs and collateral for **Blue Note Jazz Club** in NYC, **Sony Hall** in Times Square, **Seaside Heights** in NJ, **Town Hall, Blue Note Jazz Festivals in NYC, NAPA and Miami.** Work involves building assets for shows and artists, communicating with talent agents and artists as well as with vendors and printers. This is a very deadline driven environment. Some artists I've done work for are: George Clinton, Herbie Hancock, Robert Cray and hundreds of others. All work done in: **InDesign CC, PhotoShop CC, Illustrator CC, Figma, Acrobat, PowerPoint, Microsoft Word.**

WSP USA – New York, NY

August 2017 – February 2022

WSP is a global engineering design and services firm with international reach and scope. WSP's project work includes the engineering of buildings, transportation building and tunnels, and infrastructure projects which have included the new WTC as well as the NYC subway system; these are large scale building projects WSP is involved with. I work with the USA division in the communications department in a multimedia and digital design capacity. From large scale printed designs for trade shows and interiors, video editing and compositing, responsive email design and development, as well as the implementation and template creation of these emails. Work for email has been hand-coded in HTML and CSS, and implemented in mailchimp and Microsoft Outlook. All work done in: **InDesign CC, PhotoShop CC, Illustrator CC, DreamWeaver CC, After Effects CC, Premiere CC, PowerPoint, Excel, Microsoft Word, Adobe Acrobat CC, Adobe Acrobat Distiller CC,** and various Font managers.

IPPOLITA – New York, NY

December 2016 – July 2017

Ippolita is a high end luxury jewelry brand. I worked for them in a digital design capacity in their marketing department on a contract basis. Work consisted of design and production of digital assets: ads, invites, content for their website, as well as design of large billboard(OOH) displays, print ads, in-store displays, magazine + newspaper ads designs and layout, as well as designing and producing HTML emails for distribution and video work. All work was completed in: **InDesign CC, Photoshop CC, Illustrator CC, PowerPoint, Premiere CC, Dreamweaver CC, HTML/CSS, Acrobat CC.**

MEDIANDER – New York, NY

May 2016 – November 2016

I worked with this start up as a digital art director/designer on a fulltime basis. My work consisted of many aspects of building a brand from the bottom up. Beginning with defining Mediander's brand guides and direction, to working with the sales and marketing division in the building of interactive demos and prototypes, mostly of the design and hand-coded html/css variety, as well as some in the Flash/Actionscript capacity. Print magazine layout and design, promotional materials, presentations, and really anything that was needed by the team in the design, development and marketing disciplines were all part of the direction I was leading and work under at Mediander. All work completed in: **InDesign CC, Photoshop CC, Illustrator CC, PowerPoint, Acrobat CC, Animate CC/actionscript, Dreamweaver CC, HTML/CSS.**

ICE – INSTITUTE OF CULINARY EDUCATION – New York, NY

April 2015 – May 2016

Work with ICE was in a digital and web design capacity for their marketing department and their web department. Work has consisted of Flash animation, design and storyboarding to full coding and animation, Mobile/Ui design in HTML/CSS; coding and editing for web ad campaigns, mobile/Ui design/redesign for their special events pages; those page are responsive design. Work also entails the design and build of varying web banner (HTML/CSS animations) projects for upcoming classes and events and for the school itself. Work and projects were ongoing. All work completed in: **InDesign CS6, Photoshop CC, Illustrator CC, PowerPoint, Acrobat CC, Flash CS6 (actionscript), Dreamweaver CC, HTML/CSS.**

MIRRORBALL – New York, NY

March 2015 – January 2016

My work with Mirrorball - a New York City based consumer engagement agency - was on a contract basis and in a design and production capacity. Work included large display formatting, design and production of various assets for varying clients for tradeshows, displays and event projects, photo rendering and illustration as well as interface mobile design for events pages, catalog design and production. Clients include: Perrier, Tecate, Dos Equis, Jack Daniels and others. My work with Mirrorball was ongoing and project based as needed. All work done in: **Photoshop CC, Illustrator CC, Indesign CC, Acrobat CC.**

TOYS 'R' US – New York, NY

May 2014 – June 2015

Work was on a contract basis for Toys R Us Times Square location. My duties included store renderings and illustrations as well as visual design for the store and its varying departments, and all aspects of large scale design, production and visual design as needed. I acted as the sole designer and production person for Toys R Us's retail Broadway window for Activision's Skylander's brand. Software used: **Indesign CC, Photoshop CC, Illustrator CC, PowerPoint, Word, Acrobat CS6.**

SHISEIDO – New York, NY

October 2013 – April 2014

My work with Shiseido Cosmetics was contract based and work was both offsite and onsite. Work entailed signage for varying retail outlets, display layouts, illustrations/renderings of product placement, floor plans and other graphic duties. All work done to very specific brand guidelines. Software used: **InDesign CS6, Photoshop CS6, Illustrator CS6, Acrobat.**

DENTSU AEGIS NETWORK – New York, NY

May 2011 – March 2015

Worked on a contract basis for Aegis in the global division offices in London and New York and have worked on several projects including design of marketing materials in the print and publication capacity as well as web based projects, branding, posters, icon design and brand direction. I also work quite a bit on their digital campaigns for social media. Software used: **InDesign CS6, Photoshop CS6, Illustrator CS6, PowerPoint, Acrobat CS6, Flash CS6, Dreamweaver CS6, HTML/CSS.**

AEROPOSTALE – New York, NY

March 2010 – November 2010

Worked on a contract basis at the main offices of Aéropostale in NYC. Work consisted of a launch campaign for the new Times Square store. All work is graphic design, web and print related. I've also worked on design and production for the Aéropostale website and some of their social networking campaigns. Work consisted of design, production and photo rendering, retouching and compositing. Software used: **InDesign CS3, Photoshop CS3, Illustrator CS3, PowerPoint, Acrobat CS3.**

Education

- The Mac Learning Center – New York, NY
- Brooklyn College – Brooklyn, NY
- State University of New York at Oneonta

Computer Skills

InDesign CC, PhotoShop CC, Illustrator CC, Animate CC, DreamWeaver CC, Final Cut 7, Premiere CC, AfterEffects CC, Fontographer 4.1, PowerPoint, Excel, Microsoft Word, Adobe Acrobat CC, Adobe Acrobat Distiller CC, **HTML/CSS,** Actionscript, and various Font managers.