

# RICKY NARITO

GRAPHIC DESIGNER

## PROFILE

### Name

Ricky Narito

### Address

3 Stanley Terrace  
Mossley Hill  
Liverpool  
L18 5EE

### Phone

07883 817 367

### Email

ricky.narito88@gmail.com

### Website

www.rogelionarito.com

## TECHNICAL PROFICIENCY

Adobe Experience Design (Basic)

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Lightroom

Adobe After Effects (Basic)

Adobe Acrobat

Balsamiq Mockups (Basic)

Microsoft Office

## PROFESSIONAL STATEMENT

Graphic Designer with a BA Hons in Graphic Arts, and 7 years commercial experience, contributing to the success of a retail menswear store, independent magazine and a leading-edge creative agency.

Demonstrating a passion for creativity and development. Highly driven, keen to learn, with an organised and collaborative approach.

## CAREER SUMMARY

Oct '16 - Present

### Kingspan Limited, Holywell, Wales

*Graphic Designer*

Kingspan is a global company that specialise in insulated panels, insulation, light and air, environmental and access floor products. As in-house designer at Kingspan UK I had a variety of responsibilities working with the marketing team. When joining Kingspan a new set of brand guidelines for the company was started which I had to finish off rules and styles. Once the initial set of guidelines were approved they had to be applied to newly created marketing collateral. Collateral which included brochures, adverts, leaflets, videos, animations, merchandise and social media.

BENCHMARK an umbrella brand that specialises in architectural facade systems also developed a new brand identity which I was involved in. A re-developed logo along with a new set of colours, visual rules and styles were set out.

Along with new brand guidelines, a new website has been introduced. A key role for me is to assist others in the marketing team with re-sizing images they needed to upload specific website pages they are working on. Mocking up website pages is useful to show the marketing team how pages would look and function.

I have also undertaken tasks of photography for Kingspan's social media and website needs. With all print material produced, I have been responsible proof reading, typeset and preparing artwork for print.

Dec '15 - Jul '16

### Global Coach, Liverpool

*Lead Designer*

Global Coach is an enterprise software app for professional sporting organisations to assist coaching and technical staff in the delivery of tactics, training sessions and management of players.

During my time at Global Coach I worked closely with the lead developers to create wireframes and visuals to produce pages within the software. The software is used by various age groups so thinking of the easiest and clearest way to navigate through the app was key. I also worked on a new website design which is to be launched this year.

This job has given me the opportunity to learn a more tech-based aspect of design, not only visually but also practically.

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## REFERENCES

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Jul '14 - Nov '15

### Liquid Agency, Liverpool

*Graphic Designer/Photographer*

Liquid is a creative agency based in Liverpool that offer services including design, advertising, web design and marketing. At Liquid I work on a variety of projects, from print to motion graphics.

I have had the chance to design and project manage the training campaign for Ariston Thermo Group, an energy and heating company based in Italy. The campaign consisted of printed material such as promotional posters, educational publications for the training course and an online website/booking system. With so many elements to this campaign it was critical that everything had the same visual feel. I was also in charge of print management for this and other print projects.

Asics Tiger introduced a variety of photography projects with supporting video clips for their social media which was shown across Europe. The first was the 'Monochrome Pack', a pair of all white and all black Gel Lyte 3's. The brief was flexible and open to ideas, my concept was to produce photos that reflected the premium side of the shoe by keeping it minimal, but also showing the contrast between the 2 pairs. Lighting and staging for these projects were essential and learning different techniques have been vital.

One of my aims at Liquid was to learn and build my video editing skills. Getting more involved with video projects meant developing my knowledge of Adobe After Effects and being able to edit and put together a finished video composition approved by the client. Levis put forward the opportunity to film, edit and part compose a video tutorial for consumers. It has been invaluable learning and developing new skills as the industry is always changing.

May '12 - Jul '14

### Fabrik Studio, Liverpool

*Graphic Designer*

Fabrik Studio is a PR, Marketing and Design studio based in Liverpool. Since starting in 2012 I have had the opportunity to work alongside creative director Jon Barraclough for several months, which has been a valuable learning experience. My role as graphic designer is to contribute imaginative and meaningful design concepts.

I have undertaken projects that have allowed me to create a brand and visual identity for a variety of companies from Broaster, an American influenced diner to Liverpool X, an event about Liverpool's identity. Followed by producing promotional material and website design for each of the projects. Designing Voyage, a bi-monthly travel and lifestyle magazine for LJLA written by David Lloyd of Seven Streets, has driven me to be constantly researching other creative and travel publications to keep up to date with feature layouts. Voyage has taught me to be thorough when checking through the magazine before exporting and sending to print. Making sure everything is correct from grammatical errors to design specifications.

Finding relevant printers and quotes is a familiar task for consultation and PR brochures. I find it helpful to keep up to date with creative blogs and sites to keep me inspired. Assisting in the sale of limited edition prints; designing layouts for press releases, flyers, posters and visual content, promoting upcoming events and new collections; managing online orders and organising deliveries, assisting with the installation of artwork, and general administrative duties.

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Feb '11 - Jul '12

### Weavers Door, Liverpool

*Graphic Designer/Photographer*

As the graphic designer for Weavers Door, my responsibility was to create graphics for the website/adverts and to ensure the site is always up to date with new products. Photographing and editing new seasons stock that arrives was also a main responsibility. Having knowledge of authentic heritage clothing and researching current trends/graphics was key.

I participated in keeping the shop's website up to date by editing and uploading photos from new seasons stock and for the monthly newsletter. I am also trained to take stock deliveries, organise and prepare products for the shop floor. During my time at Weavers Door I was involved in re-designing the current website to apply a modern look and better functionality. Along with the new website, we created The Weavers Door Journal, a publication that highlights the product in store.

May '11 - May '12

### The Independent Map Company, Liverpool

*Graphic Designer*

The Independent Map Company was founded in 2011. Using a website and bespoke printed map to highlight and bring together independent companies worldwide. As the lead designer at The Independent Map Company I created all printed design aspects as well as artworking and making sure designs were print ready.

[www.theidmapcompany.com](http://www.theidmapcompany.com)

Dec '11 - Jan '12

### R2A Architecture, Liverpool

*Freelance Photographer*

Approached by architect Richard Eastwood of R2A, to photograph The Brink venue in Liverpool to produce a photo essay of The Brink's features and atmosphere.

Oct '10 - Jan '12

### Waxxx Magazine, Liverpool

*Graphic Designer*

A publishing and events company founded and based in Liverpool, the publication was free and distributed around Liverpool monthly. Articles within the magazine cover Liverpool's music, art, fashion, film and social scene. My role as the designer was to create the brand and visual identity of Waxxx. I have produced promotional posters and event tickets for the company's monthly event that promotes the magazine.

These tasks included researching print companies to find quotes, different types of stock for promotional material. I have been asked to document art and music events through photography, which would be used in the magazine to interpret the events being covered. The magazine itself involved me laying it out, putting artwork and the articles into a grid system. Art-working is a key part and making sure that the publication is exported correctly for print.

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## QUALIFICATIONS AND TRAINING

2010	<b>BA (Hons), 2:1 in Graphic Arts</b> <i>John Moore's University, Liverpool</i>
2007	<b>Foundation Diploma in Art &amp; Design, Grade: Pass</b> <i>UCCA, Epsom</i>
2006	<b>A-Levels: 2, A-C</b> <i>Richard Challoner, New Malden, Surrey</i>
2004	<b>GCSEs: 10, A-D</b> <i>Richard Challoner, New Malden, Surrey</i>