

Richard McKaba

Designer • Typographer • Storyteller

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Education

State University of New York at Fredonia

Bachelor's of Fine Arts (BFA) in Graphic Design

Design Skills

Programs

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe After Effects
- Sketch
- Final Cut Pro
- Axure RP
- PitStop Pro
- Quite Impose
- Hubspot Marketing / Sales
- Google Suite
- Microsoft Suite

Traditional Skills

- Typography
- Layout Design
- Branding Design
- Identity Design
- Apparel Design
- Packaging Design
- Basic Marketing / Advertising
- Illustration
- Printing (On Large Format)
- Printer Maintenance
- Pre Press Setup
- UI/UX
- Wireframing

Professional Memberships

AIGA Member (American Institute of Graphic Arts)

2015-Present

American Marketing Association

2020-2021

Achievements

Comet Invt. Tournament

5-Year Achievement Award
09/2017

The Assembly Call

Award Winning Designer
07/2015

Wrote and Published 3-Book Series

Certifications

HubSpot Academy

Inbound | Inbound Sales | SEO | Content Marketing
| Email Marketing | Growth-Driven Design | Inbound
Marketing | Marketing Software | Sales Software | Digital
Advertising | Digital Marketing

Experience

iBuy (Formerly F&E Trading)

Graphic Designer

Somerset, NJ | 06/2022 - Present

- Design digital and print material using various software programs and execute creative concepts for various marketing campaigns.
- Web layout and banner advertisement design
- Template designs for online marketplace listings
- Maintain and update internal databases of designs
- Collaborate with internal partners for range of digital and marketing projects

Aluf Plastics

Graphic Designer / Marketing

Orangeburg, NY | 11/2021 - 04/2022

- Conceptualize visual assets based on requirements and presentation purposes.
- Work with Director of Marketing, copywriters, and other designer to produce final artwork / collateral.
- Build and maintain a branding guideline booklet for both main brand and sub brands.
- Creation of graphics (both still and motion) for various media.

Ultrafabrics Inc (Robert Half)

Graphic Designer

Tarrytown, NY | 08/2021 - 10/2021

- Aid team in development of collateral and projects during intermission of missing member of staff.
- Complete project requirements for multiple tradeshow events and needs; print, digital, and production of assets.
- Attend and add input during weekly meetings with entire department; keep records of work done and work in progress for updating purposes.

AliGraphics

Graphic Designer / Pre Press

White Plains, NY | 11/2019 - 01/2021

- Ensure that the proper format, appearance, and layout are set for images and text before a full production run occurs.
- Work with clients to create a visual concept that delivers their desired message to customers or consumers via both printed and digital media.
- Create collateral and printed material to be used by sales and marketing to bring in new clients.
- Effectively communicate with department, work on orders from customers, troubleshooting prepress problems and addressing management and customer concerns.

Marketing All Day

Branding & Design Specialist (Graphic Designer)

Fairfield, NJ | 08/2019 - 11/2019

- Creating and maintaining brand guides and their respective design elements.
- Developing or customizing content and video for marketing, advertising, sales, and other growth strategies and tactics.
- Maintaining look and feel consistency across all digital and traditional platforms, mediums, and campaigns.
- Managing and implementing projects and multi-channel campaigns across social media, email, web, at al.
- Presenting finalized plans, campaigns, designs, content, and results internally and externally.

PSK Supermarkets / Foodtown

Creative Art Director / Graphic Designer

Mount Vernon, NY | 03/2018 - 07/2019

- Update and refine currently designs and layouts for company wide signs, handouts, and other printed materials.
- Developed and research products and services rendered to reduce costs for production by vendors.
- Ensure that all projects are completed and ready to be sent out to the stores on set deadlines.
- Research and enact any design updates to ensure that company assets are up to date.
- Work with in-house users to create uniform documents, layouts, and presentations.

Freelance Experience

Freelance / Consulting (McKaba Branding Media)

Graphic Designer

New City, NY / Fredonia, NY | 07/2015 - Present

- Work with clients to aid in the development and growth as required.
- Clients include: Hackensack High School Tennis, Melcom LLC, Comet Invitational Tennis Tournament, The Assembly Call, Upper Greenwood Lake Beach Association, YMCA of Randolph NJ

**References Upon Request*