

# 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)

2015-2023

### 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

#### 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 layouts, banner ads, A+ Content, and branded advertisement design.
- Maintain and update template designs for online marketplace listings and internal database.
- Collaborate with internal partners for range of digital and marketing projects

### Aluf Plastics

#### Graphic Designer / Marketing

Orangeburg, NY | 11/2021 - 04/2022

- Conceptualize, creation and implementation of 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.

### Ultrafabrics Inc (Robert Half)

#### Contracted 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 and internal sales department to create a visual concept that delivers the desired message to customers or consumers via both printed and digital media.
- 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

- Developing or customizing content and video for marketing, advertising, sales, and other growth strategies and tactics while maintaining feel and consistency across media.
- 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 / refine branding guidelines, creative assets, and templates & layouts for company wide signs, handouts, and other printed materials.
- Develop, research, and enact updates both design and external for products and services rendered to reduce costs for production by vendors and in-house.
- Ensure that all projects are completed and ready to be sent out to the stores on set deadlines.

## Freelance Experience

### McKaba Branding Media

#### Consultant Graphic Designer

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

- Creation of client design assets, marketing materials, company-wide merchandise, online/digital assets, and other print media in a timely and costly manner.
- Clients include: Hackensack High School Tennis, Melcom LLC, Comet Invitational Tennis Tournament, The Assembly Call, Upper Greenwood Lake Beach Association, YMCA of Randolph NJ, Ridgefield High School Girls' Basketball

\*References Upon Request