

RASHAD ANDERSON

VISUAL DESIGNER

rashadanderson.com
rashad1.anderson@gmail.com
(954) 326-4889
1154 Pacific St Apt 1F,
Brooklyn, NY 11216

EXPERIENCE

Graphic Designer and Videographer

Cade & Associates Advertising, Inc. | Jan 2019- Jan 2020

I provided value with clients by creating memorable visuals through digital ads and campaigns, animations, web design layouts, typography, and color correction. My skills in advertising expanded as I collaborated with a digital strategist to design valuable campaigns for local and corporate companies.

Freelance Graphic Designer

Anderson Studio | Aug 2014-Present

Through the years of working with different clients, I've achieved a great number of loyal clients and references for my work and professionalism. I make it easier for businesses to stand out among competitors through branding, digital services, photography, and motion graphics.

Digital Designer and Print Manager

The Pod Advertising Agency | June 2018-Jan 2019

As print manager, I ensured the production process operated smoothly by analyzing inventory, confirming completed projects, and packaging projects to be sent out to clients. During the time I worked here, I also discovered my love for animation and started creating custom logo animations for clients.

Production Specialist

FASTSIGNS Inc. | July 2017-Dec. 2017

I learned the fundamentals of print production on a large scale, and I designed and built commercial signs for local companies. With my drive to get the job done, I helped the company accomplish the milestone of reaching a record breaking number of sales for the month of November 2017.

Graphic & Digital Designer Intern

The Pod Advertising Agency | Jan 2017-July 2017

This is my first experience in a creative agency, and I learned the basics of branding and the creative process.

EXPERTISES

- Adobe Creative Suite
- Digital Ads
- Video/Audio Production
- Motion Graphics
- Print Production
- Animations 2D/3D
- Web Design Layout
- Photography
- Social Media Graphics
- Branding
- Color Correction
- Typography

AWARDS

Best of Category Award

Florida Print Awards

I was extremely excited to win an award at the Florida Print Awards for my magazine spreads I did on Paul Rand.

EDUCATION

Bachelors of Science in Graphic Communications
(Florida A&M University)



SCAN ME