



Bryan J. Ranallo

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## **Professional Experience**

### • Graphic Designer

**7.2018 - 8.2019**

The University of Michigan, School of Public Health

- » Using instructional design recommendations, created and adapted presentations for online audiences
- » Developed animation sequences and custom graphics and verified copyright permission of pre-existing works
- » Collaborated with faculty and internal teams on e-learning objectives
- » Helped with the onboarding of additional staff members

### • Senior Web Designer

**8.2013 - 7.2018**

The University of Michigan, Taubman College of Architecture and Urban Planning

- » Managed the content, maintenance, and performance of the Drupal based Taubman College of Architecture and Urban Planning website, as well as the development of all affiliated sites managed by the College
- » Created, corrected, and adjusted web graphics, sustaining the site image curation, and maintaining brand consistency across web platforms
- » Trained additional staff to perform web specific tasks using Drupal CMS
- » Handled site development and hosting through Pantheon and MySQL
- » Ran reports on data collected through Google analytics
- » Designed and sent custom HTML marketing emails to internal audiences, and supervised new and existing email lists through MailChimp
- » Served as the in-house photographer, managed multiple photography work-study students, and oversaw the College's Flickr account
- » Collaborated with the Advancement team on strategic goals, and provided customer service to the College
- » Consulted in the redesign of taubmancollege.umich.edu and assisted in usability testing and feedback

### • Specialist, Digital Design and Production

**8.2011 - 8.2013**

The American Institute of Architects

- » Using Adobe Dreamweaver, produced a bi-weekly HTML newsletter that was sent to the company's 90,000 plus member base, while simultaneously developing a complementary version that resides on the website
- » Provided graphic support to the graphic design manager and the marketing team on additional marketing collateral including: printed materials, signs, posters, sensitive documents, web ads, banners, and photography
- » Filmed, edited, and produced web videos using Final Cut Pro for staff intranet
- » Increased user engagement using Adobe Flash by developing interactive graphics for the HTML newsletter
- » Designed infographics to visually represent complex data for multiple departments of the Institute

### • Web Production Coordinator

**7.2007 - 5.2011**

American College of Healthcare Executives (ACHE)

- » Using Adobe Dreamweaver, performed regular maintenance on the company website; including continuous reviewing, updating, removing, and editing of the content
- » Implemented new user-friendly content for the company website including email templates and dynamically served web pages



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- » Designed company mobile website
  - » Developed web graphics
  - » Collaborated in project teams to improve the user experience through streamlined content management
  - » Assisted ACHE staff in the development, practical application, and testing of all new and existing web-related projects
  - » Routinely produced and distributed electronic newsletters, broadcast emails, and prepared monthly analysis reports on web and email statistics to facilitate the overall web strategy
- **Graphic Designer/ Manager/ Program Leader** **9.2006 - 3.2007**  
Orion's Mind LLC (Supplemental Education Service Provider)
    - » Using Adobe InDesign, crafted the layout and design structure of the curriculum
    - » Created brochures, pamphlets, flyers, business cards, and various other printed materials to market and promote the company to families, schools, and at trade shows
    - » Initiated new techniques and procedures for the design department including the development of organizational templates
    - » Managed a team of 5 other graphic designers by assigning deadlines, organizing schedules, and overseeing the completion of their work
    - » Assisted in the expansion of the program as Program Leader, supplying, organizing, and managing tutors in the East Aurora School District

## Education

- **B.F.A. Visual Communications** **10.2004 - 9.2006**  
- International Academy of Design and Technology, Chicago
- **Digital Design Diploma** **10.2003 - 9.2004**  
- International Academy of Design and Technology, Toronto
- **Advertising and Design, Fine and Consumer Art** **9.2001 - 8.2003**  
- College of DuPage, Glen Ellyn IL.

## Professional Skills & Software

- Extensive understanding and experience in the following roles and tasks:
  - » Web design / Graphic design / Interactive + UX design / Instructional design / Art direction / Storyboarding + Animation / Illustration / Video production / Sound design
- Comprehensive knowledge and experience with the following web-based languages and tools:
  - » Drupal, Wordpress, Squarespace, Wix, Git, CSS, HTML, jQuery, JavaScript, PHP, and XML
- Detailed understanding of the following software programs and email clients:
  - » Adobe: AfterEffects, Illustrator, InDesign, Animate, Dreamweaver, Photoshop, Premiere, and Audition
  - » Microsoft: Word, Excel, Powerpoint, Access, and Sharepoint
  - » Email: Google, Outlook, Real Magnet, Lyris, and MailChimp