




## CONTACT



 717.599.6512

 Harrisburg, PA

 rsmckeal@gmail.com

 ravenmckeal.com

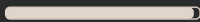
## PROFILE

Experienced Senior Designer with an innovative approach to conceptual development in several areas of the marketing and design industry. Skilled in leading multiple projects from conception to completion while working productively and efficiently. Proven ability to build strong relationships with team members, clients and vendors through collaboration and effective communication.



### SOFTWARE SKILLS

Adobe Photoshop CC 

Adobe InDesign CC 

Adobe Illustrator CC 

Adobe After Effects CC 

Figma 



### DESIGN SKILLS

- Brand Identity & Development
- Print & Digital Design
- Animation
- Social Media
- Video Editing & Production
- Copywriting



### EDUCATION

Harrisburg Area Community College:  
Associate of Arts in Graphic Design Degree:  
2010-2013

## EXPERIENCE

### Senior Graphic Designer:

Refine Labs : February 2022-Present

- Responsible for creating compelling demand gen focused social media campaigns for the B2B SaaS market
- Collaborates closely with copywriters, art directors and demand gen directors to help translate the clients' vision into captivating design solutions that drive results
- Assists with the development of company specific product landing pages
- Present creative concepts and strategies to stakeholders and actively communicate research on performance data

### Graphic Designer:

D&H Distributing : May 2021-February

- Created compelling designs that identifies specific messages or strategies relevant to each project scope
- Produced email graphics and other visual designs for various corporate sponsored events
- Worked closely with marcom coordinators and project managers to create and develop ads, logos and other graphic materials to support business operations and client outreach

### Digital Graphic Designer:

PSECU: Sept 2017-April 2021

- Successfully produced complex projects from conception and ideation to final delivery for both print and digital media
- Produced digital media projects including digital display ads social media ads, OOH billboards and environmental signage
- Worked along side web development team and UI/UX designers to develop campaign specific landing pages, mobile app designs and other digital assets
- Developed and designed 2D animations including custom transitions, typography, intros and outros using After Effects and Premiere Pro
- Served as the design and animation lead with several high-end partnerships
- Worked closely with the in-house videographer to edit and create live interviews and TV spots
- Mentored junior freelancer by giving professional insight and guidance while ensuring design consistency and brand identity across all projects.

### Graphic Designer:

Pavone Marketing Group: Jan 2014-Sept 2017

- Created various visuals using Adobe CC to captivate consumers by producing unique design solutions with high visual impact.
- Worked alongside the web development team to create retargeting digital display ads for landing pages for various clients in the healthcare and food and beverage industries.