

# KIRK RADISH

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Detail-driven, interactive designer with over 10 years experience in strategic thinking, creative conceiving and front-end web development. Proven ability to direct and implement a broad range of projects. Intuitively adapts to new technology and processes necessary to achieve and maintain business goals.

## EXPERIENCE

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### **U.S. AGENCY FOR GLOBAL MEDIA** 02.2018–Present

Sole Web Designer and WordPress Developer for government agency website working for press freedom.

- Work extensively with agency senior management to develop detailed requirements for custom features.
- Redesigned website UI for a new look and feel for the agency rebrand from Broadcasting Board of Governors (BBG).
- Established new color palette, typographic hierarchy, grid and reusable responsive components for dynamic data.
- Deployed website on custom theme WordPress build and perform daily maintenance and debugging.
- Performed user testing to ensure the website is interacted with in ways we envisioned, making edits accordingly.

### **GKA ADVERTISING** 02.2016–09.2017

Art Director for advertising agency working on print and online collateral for marketing campaigns.

- Collaborate with designers over UI elements and layout of website mockups, adhering closely to style guides.
- Translate designs into fully responsive websites using Bootstrap, PHP and MySQL to retrieve stored data.
- Gave clients access to content management system to allow them to make changes to their listings automatically.
- Convert existing campaign ads and flyers to responsive HTML emails using Google UTM tracking codes.
- Dabbled in motion graphics to spin up some custom animations.

### **TOP SHELF DESIGN** 01.2014–02.2016

Graphic Designer for boutique design studio focusing on print and digital branding efforts.

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- Created wireframes and style guides specification for client websites and branding material.
- Created layouts and designed annual reports, keeping with clients brand guidelines.
- Attended client meetings, listened to specifications and offered solutions to ensure satisfaction and return business.

### **GREENFIELD/BELSER** 05.2013–01.2014

Production intern for law firm branding agency focusing on design specifications for overall consistency.

- Reviewed website designs from designers to ensure pages and sections were coherent.
- Created a style guide list for developers to use when creating websites.
- Built prototypes of printed materials and coordinated client review and approval.

### **DISTRIBUTED SOLUTIONS** 07.2011–04.2013

Media designer for government contracting software agency.

- Supplied copywriters with custom icons and other graphics for company-wide and client specific presentations.
- Brainstormed and created exciting marketing material to feature at trade shows to gain perspective clients.

## FREELANCE

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### **THE INSTITUTE OF WORLD POLITICS** Ongoing

- Layout and design of the institute's annual report and other marketing material.

### **JUDITH A. LESE BREAST CANCER FOUNDATION** Ongoing

- Design the foundation's annual awareness event t-shirt.

## EDUCATION

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### **RINGLING SCHOOL of ART and DESIGN** 2008

BFA Graphic and Interactive Communications

## SKILLS

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Photoshop  
Illustrator

InDesign  
After Effects

Final Cut  
HTML/CSS/SCSS

JavaScript/jQuery  
WordPress

PHP  
Git/GitHub