

RASHAD ANDERSON

MULTIMEDIA DESIGNER

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EXPERIENCE

Graphic Designer and Videographer

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

I make it memorable to present custom websites by designing prototypes and video presentations for clients to have a visual experience of how the website looks and navigates. I also create life and energy in videos by creating unique motion graphics branded to each client.

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
- Prototyping
- Video/Audio Production
- Motion Graphics
- Print Production
- UX/UI Design
- 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)