



Anthony Rayl Graphic Designer / Creative

602.750.3730 / anthony@noticedesign.com / noticedesign.com for portfolio + testimonials

I'm a freelance / contract / in-house graphic artist with 25+ years of professional experience. I pride myself on being easy to work with and responsive while adhering to budgets and timelines. I obsess over my work and love what I do. Possessing a wide range of skills in print and digital, I specialize in illustrations, infographics, presentations, and motion graphics. I'm eager to find a collaborative environment in which to create amazing work.

EDUCATION

B.A. Graphic Design
The Art Institute of Phoenix
Graduated 12.2003

SOFTWARE

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Animate
- Adobe Dreamweaver
- Adobe After Effects
- Adobe Premiere
- Adobe Acrobat
- Apple Keynote
- Microsoft PowerPoint
- Google Slides

SKILLS

- Graphic Design
- Web Design
- Collateral Design
- Page Layout
- Infographics
- Branding
- Motion Graphics
- Video
- Presentations
- Illustration
- Photo Manipulation
- Time Management
- Collaboration
- Attention to Detail

KEY ●●●●○ Competent → ●●●●● Expert

EMPLOYMENT

Creative Director @ Notice Design / 06.2001 - Present

- Managed hundreds of projects and dozens of clients
- Conceptualized and executed cross-platform campaigns
- Created brands, identities, and brand guidelines for new and existing companies
- Hired and managed freelancers
- Traveled nationally to provide on-site design and show support
- Worked directly with C-suite executives for Fortune 500 companies
- Created work seen locally, state-wide, and nationally
- Sourced and managed printers, suppliers, and other vendors
- Designed and ran online and social ad campaigns
- Created apps, banner ads, billboards, booth graphics, brochures, digital ads, digital brochures, direct mailers, emails, identities, illustrations, infographics, logos, motion graphics, packaging, point of purchase displays, posters, presentations, print ads, radio ads, signage, television ads, vehicle graphics, videos, and websites

Senior Graphic Designer @ Blue Yonder / Scottsdale, AZ / 04.2015 - 06.2020

- Designed a wide range of print and digital assets
- Created an icon library of over 400 custom icons
- Developed PowerPoint templates and asset libraries
- Designed all major PowerPoint for top level sales and C-suite presentations
- Taught company-wide webinars on PowerPoint and presentation best practices
- Managed a group of designers in both the U.S. and India
- Created videos and motion graphics seen internationally
- Developed infographic style and a library of dozens of infographics
- Played integral role in company-wide re-brand

National Art Director @ Gannett / Phoenix, AZ / 04.2011 - 06.2013

- Developed cross-platform advertising campaigns for major national clients that contained assets for use in print, broadcast, and digital media
- Supported the national sales team and created and managed their sales collateral and presentations
- Interfaced with in-house reps and designers, agency designers, client reps and designers, printers, broadcasters, and websites
- Traveled nationally for meetings and presentations

SOME NOTABLE FREELANCE CLIENTS

- Blue Cross
- General Electric
- Honeywell
- MGM
- Cannon
- General Motors
- Hyatt
- PetSmart
- Red Bull
- Chevron
- Georgetown University
- Marriott
- Ping
- Siemens
- Chrysler
- Honda
- Microsoft
- Qwest
- Time Warner
- T-Mobile