



RICH ANDERSON (HE/HIM)

8 WARRENTON COURT, HUNTINGTON NY 11743 // 914 310 8967 // roanderson76@gmail.com // richandersondesign.com

about me

Over fifteen years of experience founding and leading full-service in-house creative departments for my last two employers; offering radically new services and marketing opportunities that had never before been available to them without hiring an outside firm. Extensive experience working across digital and print channels, with expertise in the latest Adobe Creative Suite software, UX/UI design, photography, along with print production methods/techniques.

education

BFA, GRAPHIC DESIGN // MAGNA CUM LAUDE
PURCHASE COLLEGE SCHOOL OF ART + DESIGN, STATE UNIVERSITY OF NEW YORK

WSET CERTIFICATION // INTERMEDIATE - PASSED "WITH DISTINCTION"
WINE & SPIRITS EDUCATION TRUST

experience

CREATIVE DIRECTOR **SKURNIK WINES & SPIRITS**

NEW YORK, NY // JANUARY 2011 - PRESENT

- Created an in-house design department that is peerless among our direct competition; we've created successful brand separation from our competitors through an idiosyncratic, atypical aesthetic executed with an expert hand.
- Led a much-needed rebranding and website redesign effort that heavily influenced ownership in taking a renewed interest in the company, culminating in Skurnik's headquarters being moved from a humble office in Long Island to an impressive showcase office in the heart of Manhattan; changes that profoundly evolved the company culture.
- Constantly working to evolve our equity brand—The Pinot Project—from a small side project into a successful national wine brand through efforts in packaging, OBIE-award-winning advertising, and point-of-sale. Lobbied ownership for a brand manager with a classic marketing background, an asset Skurnik had been lacking; ownership hired a dedicated brand manager for The Pinot Project over a year ago—with this person in place we've begun to fully unlock the potential of brand through bold moves such as expanding to 250ml cans, which has opened up new partnerships with Madison Square Garden and Virgin Atlantic.

LEAD DESIGNER **DEUTSCH FAMILY WINE & SPIRITS**

STAMFORD, CT // OCTOBER 2005 - DECEMBER 2010

- Created and led an in-house graphic design team responsible for saving Deutsch Family over \$1.5 million annually; creating materials for both the marketing and sales teams while functioning under constantly tight deadlines.
- Design of wine branding, packaging, national print advertising, point-of-sale, and various other promotional materials for a wine and spirits portfolio consisting of brands such as [yellow tail], Georges Dubœuf, HobNob, any many more.
- Provided art direction and support to ad agencies in order to ensure maximum quality of deliverables.
- Led the redesign efforts of the Deutsch Family corporate website; which (at the time) featured one of the most comprehensive trade materials section in the wine industry; offering a broad range of up-to-date brand assets across the entire wine portfolio in order to aid both our salespeople and customer base.

accolades

BRONZE OBIE AWARD **OUTDOOR ADVERTISING ASSOCIATION OF AMERICA**

For the creative direction and design of a bus wrap advertisement for the wine brand The Pinot Project. It was an absolute honor for our in-house design department at Skurnik Wines & Spirits to be recognized among such powerhouse firms as Cramer-Krasselt, Saatchi & Saatchi, Wieden + Kennedy, VICELAND, Apple, Spotify, and Twentieth Century Fox.