

215 Central Avenue
Glyndon, MD 21071 U S A
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swisstrix@comcast.net

Over 25 years of corporate and studio experience working with over 50 clients in eight countries creating and managing organizational identity, branding, integrated media; coordinating corporate and operating unit graphics; and structuring information in print, multimedia, and web support environments.

For the past 19 years has been the Creative Services Manager for a Fortune-ranked multinational corporation, managing identity development, marketing, and investor communications throughout multiple acquisitions, consolidations and mergers. During this time, also worked independently as a consultant and teacher.

Graphic Design Consultant

Swisstrix, Glyndon MD

Working with a broad range of clients and projects, including museum exhibits and signage, illustration, print, presentations, identity, packaging, and marketing campaigns. Concentration on computer illustration, photography, and text development.

Corporate Design Director

Raychem Corporation, Belgium / Germany

Creative Services Manager

PHH Corporation, PHH Arval, Hunt Valley MD

Worked in close partnership with corporate and business units, editorial, sales and marketing, investor relations, human resources, and information technology staffs to develop integrated communications.

Travelled extensively to coordinate international design applications and provide onsite project direction; hired and directed design and production associates, managed budget and suppliers, and recommended computer equipment.

Continually attended courses, conferences, and seminars to maintain and expand proficiency.

Design Educator

Minnesota College of Art and Design, University of Baltimore, Maryland Institute College of Art

Developed courseware for students in a wide range of ages and experience; taught graduate, undergraduate and continuing education classes for over 20 years.

Conducted research into design theory leading to teaching and guest lecturing opportunities, organized design conferences emphasizing emerging design innovators, and collaborated with faculty and administration on curriculum development and planning.

Design Studio Principal

Communications Design Inc., Sacramento CA

Senior Associate

Design Center, Minneapolis MN

Co-founded studio; hired and managed design staff; responsible for new business development, financial planning, and client retention; provided comprehensive services in all phases of design and production.

Selected Client List *References and complete portfolio available on request*

Identity and Branding

ADCIS (Computer Instruction)	Duck Blind China	Mather Federal Credit Union
Davis Consulting Group	Easton Communications	Orion Power
Design Center	F&A Federal Credit Union	PHH Corporation, PHH Arval
Desoto, Mark Twain and Tamarac	G&K Services	Ramsey County Humane Society
Wildlife Refuges	Masons of North America	

Print

ADCIS (Computer Instruction)	Federal Land Bank of St. Paul	Kallestad Diagnostics
AIA Baltimore	Fusion Systems	Masons of North America
Ciba-Geigy	G&K Services	Mather Federal Credit Union
Control Data	General Mills	Myers and Bennett Architects
Design Center	HMS Insurance	PHH Corporation, PHH Arval
Duck Blind China	HSR Architects	Swiss Bank Corporation
EBTEL Federal Credit Union	Honeywell	Tonka Toys
F&A Federal Credit Union	Industrial Components	3M

Exhibits, Packaging, and Signage

Baltimore City Life Museum	New Orleans Museum of Art	Cendant Business Services
Boston Museum of Fine Arts	PHH Arval, PHH Corporation	Hill Construction
Cendant Business Services	Philadelphia Historical Museum	Laura DeNardo Studio
Kallestad Diagnostics	Smithsonian Institution	Leadership Baltimore County
National Park Service (Boston)	Wright Express	PHH Corporation, PHH Arval

Internet

Education

Kunstgewerbeschule Basel (Switzerland)
1974
*Certificate with Faculty
Recommendations*
Minneapolis College of Art and Design
1966
*BFA in Graphic Design (Cum Laud)
Printmaking minor*

Courseware and teaching

*Visual Communications Workshop
Typography
Effective Presentations
Exhibition Design
History of Graphic Design
Three-dimensional Design
Semiotics and Image
Computer Graphics Design
Corporate Communications Design*

Software skills

Proficient in: *Photoshop, Illustrator,
Acrobat, QuarkExpress,
PowerPoint*
Familiar with: *Premier, Dreamweaver,
Flash, InDesign*

Richard K. Stanley

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