

Rand Rivera (he/him)

graphic designer

PROFILE

A NYC-based designer with strong interpersonal skills and advanced experience in working in a team-based environment. Eager to learn more about the design field and is able to quickly adapt to new information.

DESIGNSBYRAND.COM
(267) 317-5122
RAND.K.RIVERA@GMAIL.COM

WORK EXPERIENCE

ATHLETICS DESIGNER

NOV 2024 - PRESENT

Supported the development of creative brand identities and positioning for a range of clients, from global tech companies like Google and Amazon to niche, human-centered brands. Contributed to concept development, visual exploration, and production across digital and print touchpoints, collaborating closely with senior designers + art directors.

SUNDAY AFTERNOON FREELANCE WEB DESIGNER

JUN 2022 - DEC 2024

Collaborated with Sunday Afternoon to design web interfaces for several clients (e.g., TIDEFF House of Hype, V/R Productions), leading both visual and technical site development. Ensured user-friendly, interactive experiences with cohesive designs prepared in Figma for developer handoff (House of Hype) or directly implemented through a site builder (TIDE and V/R).

NOWADAYS DESIGN INTERN

JULY 2024 - OCT 2024

Supported art direction projects by contributing to the ideation and development of creative strategies for campaigns and projects for prominent clients like PUMA and HEYDUDE. Provided design support for both client-facing initiatives and internal requests, ensuring high quality, visually compelling deliverables. Collaborated closely with both the creative team and accounts to align on the creative vision and maintain brand consistency across all outputs.

GRAND CREW CREATIVE DESIGNER

FEB 2024 - MAY 2024

Supported in leading and designing all creative + design needs for Grand Crew's client projects. Responsible for designing and executing Grand Crew communications, expanding the brand's look and feel across various social and digital platforms the company website, newsletters, and creative deck. Collaborated closely with the Creative Director, ensuring consistent refinement and enhancement of the digital presence.

REFERENCES

BEATRIZ LOZANO

DESIGN DIRECTOR
(586) 718-9613
BEATRIZL.DESIGN@GMAIL.COM

SHANI PLEASANTS

ART DIRECTOR
(201) 937-8225
SHANI.PLEASANTS@GMAIL.COM

SUNDAY AFTERNOON DESIGN INTERN

JAN 2023 - AUG 2023

Supported in creating brand identities and editorial work for the clients of Sunday Afternoon like Mailchimp, The One Club, Magnetic Field, TIDEFF + more. Also, supported in designing personal work for the studio such as their second edition of their artist magazine, CANAL.

EDUCATION

BFA COMMUNICATION DESIGN, BA SCREEN STUDIES PARSONS SCHOOL OF DESIGN

AUG 2019 - MAY 2024

SKILLS

- Proficiency in Adobe Suite (Photoshop, Illustrator, Indesign, Lightroom, After Effects, etc.)
- Strong knowledge in HTML, CSS, + Javascript
- Excellent communication abilities.
- Experienced in use of social media platforms + management

- Experience in video + film production
- Excellent multi-tasking skills
- Capability to work well in a team environment.
- Quick problem-solving skills and adaptable to new information