

Richard Toland

UX DESIGNER | VISUAL DESIGNER

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Summary

I was trained in a corporate production department at ETS and continued to expand my skill sets and knowledge in a variety of roles at Talon Knight Enterprises. With almost 20 years' worth of experience and measurable results in print design, web development and user experience, I am the guy you want on your team.



Career History

UX/VISUAL DESIGNER
Talon Knight Enterprises — May 2013 to Nov. 2019

VISUAL DESIGNER
TRI-LIN Integrated Services Inc. — Oct. 2012 to May 2013

FREELANCE VISUAL DESIGNER
Richard Toland Designs — Nov. 2010 to Oct 2012

VISUAL DESIGNER
Educational Testing Services — Aug. 2002 to Nov. 2010

Skill Sets

Illustrator	Acrobat DC	SASS
Photoshop	Adobe XD	InVision
InDesign	HTML5	WordPress
Dreamweaver	CSS3	

Degrees

UX CAREER DESIGN TRACK — 6 MONTH BOOTCAMP
Springboard Online - Mar 2019 to Aug 2019

BACHELOR'S DEGREE — DIGITAL AND GRAPHIC DESIGN
American Intercontinental University - Jan 2002 to Nov 2005

ASSOCIATE DEGREE — TECHNICIAN SPECIALIST
St. Philip's College - Jan 1999 to Dec 2000

Certifications

Build Responsive Real World Websites with HTML5 and CSS3
The Web Developer Bootcamp
Advanced CSS and Sass: Flexbox, Grid, Animations and More
Web UI UX Design Using Adobe XD - Adobe Experience Design
The Complete JavaScript Course 2018
UX & Web Design Master Course
The Complete App Design Course - UX, UI and Design Thinking



Print Design & Marketing

- Company Branding Guides
- Book Design & Layout
- Corporate Sales Sheets
- Large Scale Catalogs
- Pamphlets & Brochures



Digital Design & Illustration

- Social Media Campaigns
- Logo Designs
- Custom Illustrations
- Infographics
- Custom Die Cuts



Web Design & Development

- Responsive Web Design
- HTML & HTML5
- SASS & SCSS Coding
- Wordpress
- SEO and Optimization



User Experience & Testing

- User Research
- A/B Testing
- User Personas
- Heuristic Analysis
- Interviews & Focus Groups

UX / VISUAL DESIGNER — MAY 2013 THRU PRESENT

TALON KNIGHT ENTERPRISES

PRINT DESIGN

- *Vision Travel Solutions* — Designed, developed and produced pamphlets, brochures, infographics and social media artwork according to established brand guidelines and print specifications using InDesign, Photoshop and Illustrator.
- *Abbott Laboratories* — Designed and developed pamphlets, brochures, infographics, packaging and trade show booths according to established brand guidelines and print specifications using InDesign, Photoshop and Illustrator.
- Developed marketing plans and marketing collateral for *Marina Del Palma* and *Faena Universe* using InDesign and Photoshop.
- Designed and developed multi-page brochures using InDesign, Photoshop and Illustrator for *Whiskey Select*, *Mobile Club Cards*, *Adam Audio USA*, *MAX ERP Software*, and *Intellectual Ventures*.
- Established brand style guides for *QK*, *OminGuide*, *Adam Audio USA*, *UI Path*, *HashiCorp*, *CIBSE*, *Herman Miller*, *Wentworth* and *Destination Canada* using InDesign and Illustrator.
- Designed and developed catalogs for *Adam Audio*, *Bushnell*, *Timbertech* and *Racing Radios* using InDesign and Photoshop.
- Designed book layouts and designs for commercial print projects including the titles *Tinder for Experts*, *Whose Apple Is It Anyways?*, and *Everyday Dad* using InDesign.

UX DESIGN

- Brought on board as part of the UX design team for *Ellery Homestyles* where we developed the content strategy, information architecture, Wordpress infrastructure, and overall design of the website.
- Worked on constructing a full-width, responsive grid for the *SDA Lighting* website and was part of the team that coded the final website.
- Part of the UX design team for *Hodara Real Estate Group* during which I participated in extensive deep dive sessions, user research, user interviews, heuristic analysis, helped create personas, and developed a content strategy for the website.
- Collaborated as part of the UX team for the Wallace Foundation website where we developed workflows for the content of the site, conducted user research, usability testing, peer research, a content strategy for the new website.

UX DESIGNER / PRODUCTION ARTIST — OCT. 2012 THRU MAY 2013

TRI-LIN INTEGRATED SERVICES INC.

- Refined testing products using user research, client feedback, focus groups and heuristic analysis K12 testing booklets.
- Produced illustrations and other artwork in Photoshop and Illustrator according to established testing style guides and processes for K12 testing.
- Constructed testing booklets in InDesign according to established print specifications.
- Worked within the department to develop processes and procedures, maintain program style guides, and overall file structures.

FREELANCE UX/GRAPHIC DESIGNER — NOV. 2010 THRU OCT. 2012

RICHARD TOLAND DESIGNS

- Collaborated with *Bradyl Storage Solutions* to completely revamp their company brochure. I sourced the images, created the design and built out the brochure in InDesign and Photoshop.
- Created and designed the booklet *A Consumer Guide to Dry Cleaners* for David Whitehurst and his thriving dry cleaning business chain.
- Designed worksheets to accompany *The Sugar Mama Success Program* by Jill Christie.

VISUAL/GRAPHIC DESIGNER — AUG. 2002 THRU NOV. 2010

EDUCATIONAL TESTING SERVICES

- Established and implemented department wide procedures and processes to ensure quality control standards and client branding guidelines.
- Managed teams of artists and designers for over 24+ State-run K12 testing programs.
- Interviewed and evaluated potential new hires.
- Trained and developed new designers in established procedures, processes and relevant software such as InDesign, Photoshop, Illustrator, Fireworks and Acrobat.
- Developed style guides for testing programs to insure consistent artwork, styles across program tests and age/grade level material met all testing requirements.
- Setup and developed InDesign Templates for K12 testing booklets and accompanying teacher guides to ensure all Master Pages, Paragraph Styles and Character Styles were consistent across all grade levels and testing versions.
- Produced artwork and illustrations according to established branding and style guides for each test program using Illustrator and Photoshop.
- Produced testing booklets, scantron sheets and other printed material in InDesign for K12 testing programs according to established branding and style guides.
- Collaborated with print vendors to establish print specifications and procedures.
- Performed preflight and quality control checks on all materials prior to being submitted to print vendors.
- Conducted usability testing and user research to help develop effectiveness across all state-run programs.
- Participated in routine surveys, focus groups, and usability testing to identify and correct any flaws in testing program materials, particularly to ensure tests were age and grade level appropriate, students were able to complete the tests in the time given and ensure no bias existed in the content for each subject area and program.