

Will Ragano

GRAPHIC DESIGNER • VIDEO EDITOR • MOTION GRAPHICS ARTIST

Innovative and reliable online, digital and print designer and problem solver, with a keen eye for detail and on-brand consistency. Constantly expanding skills and learning new tools, and can quickly adapt to any work environment — whether working as part of a team or individually. Able to juggle multiple projects at once. Easy to work with. Great references.

Experience

3.20 - Present (and during other gaps below)

Freelance Graphic Designer and Video Editor/Motion Graphics Artist

Creating print and digital designs for a diverse group of very satisfied small business, individual and corporate clients, while continuing to work on projects for Beth Israel Deaconess hospitals and the New England Center for Homeless Veterans.

1.20 - 3.20 | Production Designer at George P. Johnson Experiential Marketing

Created graphics for NEXT developers conference and TensorFlow conference for Google. Job ended because of corona virus cancellations.

11.18 - 8.19 | Graphic Designer and Video Editor at Abbott Laboratories

Worked on a huge rebranding/design project that included brochures, sell sheets, web graphics, trade show banners, infographics, and much more. Also edited, and created motion graphics, for many trade show videos shown at conferences around the world.

10.17 - 3.18 | Video Editor/Graphic Designer at Powderhouse Productions

Compiled, edited and created motion graphics for nineteen online dog breed videos for the American Kennel Club website. And designed a series industry-targeted brochures.

1.13 - 4.17 | Digital Designer/Production Manager at Bennett Group

Managed print and web production and designed print (brochures, outdoor, ads, annual reports, direct mail, etc.) and digital/online (animated online ads, websites, digital posters, etc.). Bennett Group specialized in healthcare advertising, identity and collateral materials.

7.09 - 7.12 | Senior Communications Designer at Cue Acoustics

In charge of all print/web design and front-end development for high-end audio startup. Took company from having no website and little collateral to having a sleek e-commerce site, eye-catching online and print ads, and a professionally branded look and feel.

Education

- LinkedIn Learning (constantly refining and learning new skills)
- Worcester Art Museum School - Graphic Design and Software Courses
- Berklee College of Music - BA in Professional Music

Awards

- Over 100 awards (while at Bennett Group) for from NESHCo (New England Society for Healthcare Communications) and National Healthcare Advertising Awards, including a "Best of Show" every year. We also won the **2016 Gold Award from NESHCo for my brochure design for Hasbro Children's Hospital.**
- 2 Bell Ringer Awards for Excellence in Billboard and Advertising Design.

Additional Accomplishments

- As a professional musician I have toured Europe and North America, won many awards (including Best Guitarist in Boston), and have been featured in *Guitar Hero* and *RockBand* games. Not to worry though, only play seldom, local shows now.
- As a photographer, I have had three gallery shows, including a month-long solo exhibit on Newbury Street in Boston.
- As a video editor/composer, I was featured in the Currents New Media Festival in Santa Fe, NM (6.18), and in the 2018 L.A. Neo Noir Film Festival.

Personal Info & Links

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Software

- InDesign
- Photoshop
- Illustrator
- After Effects
- Premiere Pro
- Acrobat
- Ableton Live
- Keynote
- Basecamp
- Workfront
- Wordpress
- Microsoft Office
- Sketch/Adobe XD
- Slack

Skills

- Web Design
- Print Design
- Digital Signage Design
- Video Editing
- Motion Graphics
- Sound Design
- Outdoor Design
- Trade Show Graphics and Videos
- Presentations
- Ad Campaigns
- Marketing Design
- Email Design
- Animated Ads
- Production
- Copy Editing
- Art Direction
- Branding/Identity
- Rebranding
- Event Promotion
- Basic HTML/CSS
- UX/UI

Will Ragano – References

“Will took the initiative with revising the way we developed and produced our trade show videos, introducing speed and efficiency that was desperately needed. He was the multimedia expert within the office, and always found the time to help explain any technical questions we encountered. **Will was great to work with and was a huge contributor to the success of our department from a creative and executional perspective. I would work with Will again in a heartbeat. He’s well rounded, personable and creative.**”

– Margo Grossman (former supervisor) Project Manager, Abbott, Inc.

“I’ve had the pleasure of working with Will as a Production Manager and Designer at Bennett Group for four years. **His dedication, thoroughness and work ethic make him a highly valuable member of our agency.** He has been a central part of our design team and has contributed greatly to the success of many campaigns, which produced results that exceeded our clients’ goals. Whenever there is down time he takes online classes to learn useful new techniques and tools. His speed and knowledge almost completely eliminated our (previously frequent) need to hire freelancers to help with large projects, and his pleasant personality is an added bonus. **I highly recommend him to anyone needing a creative, multi-talent designer and an all-around wonderful employee.**”

– Doug Bennett (doug@bennettgroupagency.com, 508-728-2486), former boss, President, Bennett Group

“**Will is a top-tier skilled and seasoned graphic designer and a fabulous team member. With a smart eye and a keen sense of design.** Will knows his stuff and keeps current with design, marketing and advertising trends along with technical advances in digital design. If something new is emerging, Will is on it. **I’ve worked with many great graphic designers in my career and Will is one of the best — as well as one of the absolute nicest guys I’ve ever had on my team.**”

– Jim Rattray (former supervisor) VP, Bennett Group

“**I have found Will be be a dedicated, creative and talented person with integrity and highly recommend him.** He has a warm personality and is multi-talented. Anyone should feel lucky to work with him!”

– Martha Mason (freelance client) Co-Owner, Upward Spiral Studio

“**Will would be an excellent addition to any communications design group** and, on a personal note, he is very reliable and enjoyable to be around.”

– Sam Millen (former boss) President/CEO, Cue Acoustics

“**I have been working with Will Ragano for the last five years. He is an absolute pleasure to work with.** Will really listens and asks questions and as a result, he is able to create a finished product that is aligned with my goals quickly and efficiently. This saves me time and money!”

– Michele Insley (longtime freelance client) Executive Director, Wellfleet SPAT (Wellfleet Oysterfest)

“**Will’s sense of design and level of creativity are outstanding and his attention to detail is the best I have seen.** He would be a true asset to any agency looking for someone with excellent production, graphic design and web design skills.”

– Linda Tejada (former co-worker) Project Manager, Bennett Group