



Will Ragano – Graphic Designer

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Will is a skilled, award-winning graphic designer with over 10 years of professional experience. Originally from Tampa, Florida, he studied at the University of Florida before earning a degree in Professional Music (cum laude) at Berklee College of Music in Boston. While working at Atomic Marketing (Cambridge, MA, 2001) and at design/advertising firm The Creative Source (Boston, 2002 – present), and as a freelance designer,

his clients have ranged from multinational banks and hospitals to local bands and artists.

He strives to fulfill their needs with efficiency and insightful creativity, always on the lookout for the most effective ways to engage the target audience, while maintaining readability, consistency and clear navigational cues. A real team player, he is happy to help out in any way, and having worked in small agencies he is proficient in a wide range of skills covering all aspects of the design/production process. He is also an accomplished, award-winning musician and photographer (his Summer 2006 solo, month-long photo exhibition at Eclipse Gallery on Newbury Street in Boston was a great success).

Clients (design/production):

FINANCIAL INSTITUTIONS:

Fleet Bank
Fidelity Investments
Citizen's Bank
Bank of America
BankBoston
Century Bank
Middlesex Savings Bank
South Shore Savings Bank
Federal Home Loan Bank Boston
Lowell Five Bank
St. Mary's Credit Union
Metro Credit Union

MISCELLANEOUS:

Ceviche Tapas Restaurants (Florida) menu design/layout
Shaw's Supermarkets (ads, posters, register screen images)
Woodlawn Cemetery (brochures)
Boston Public Library (brochures)
Chandler House Press (2 book covers)
Count Zero (band - CDs, t-shirts, website, ads, posters)
All the Queen's Men (band - CDs)
Fritter (band - website, CDs)
Sarah Pace (identity)
Lisa Dragani (photographer - identity and website)
The Lotus Room (yoga studio - website, identity and ads)
50 Top Coaches (website)
Rosemary Williams (artist - website)
Capt's Restaurant (identity)
Grayrock Consulting (identity)
Gina Gallagher (copywriter - identity)
shopzia.com (clothing/accessories store - website)

HEALTHCARE:

Lowell General Hospital
Dana-Farber Cancer Center
Brigham and Women's Hospital
Children's Hospital (Boston)
Marlborough Hospital
Massachusetts General Hospital
Lawrence Memorial Hospital
Melrose-Wakefield Hospital
Faulkner Hospital
Partners Healthcare
Hallmark Healthcare
Vein Care Center

PRO BONO:

Boys and Girls Clubs of MA.
Dance Collective (postcards and posters for 3 annual events)
Planned Parenthood of New Hampshire
Children's Tumor Foundation
The New England Center for Children
(a research school for autism)
Massachusetts 4-H Foundation
Boston Public Library

Publications in which ads have run:

The Wall Street Journal
U.S. News & World Report
The Boston Globe & Sunday Magazine
The Boston Herald
Boston Metro

Boston Magazine
Many Community Newspapers
Improper Bostonian
Newsweek
Sports Illustrated

Design/Production Experience with:

Brochures
Annual Reports
Logos/Identity
Storyboards
Website (design, programming and maintenance)
Flash Animation
Interactive PDFs
Print Ads (page section/full page/strip ads)
Banner Ads
Ad Campaigns

Radio/TV
Interactive (web and PDFs)
Desk Calendars
Transit Station/Bus & Subway Posters
Billboards
CDs
T-shirts
Posters/Flyers

Software:

Quark Xpress
Photoshop
Illustrator (including proficiency with the pen tool)
InDesign
Freehand
Dreamweaver
Retrospect

Clients and Profits
Flightcheck
Flash
OSX (Mac)
Acrobat
Microsoft Office

Other Skills:

Art/Stock Photo Searching and Buying
Dummy Preparation
Pre-Press
Copy Writing/Editing
Music/Sound Composition and Recording
Computer Maintenance/Troubleshooting (Mac)
HTML/CSS
Proofreading
Client Interaction
Illustration
Proofing
Project Management

Photography, Including:Retouching/
Manipulation/ Restoration/Silhouetting
Scanning
Sense of Humor
Interesting Family History/Experiences
Page Layout
Typesetting
Multitasking

Awards:

2 Bell Ringer advertising awards from The Publicity Club of New England
1 Lamplighter Award (Best in New England) from the New England Society for Healthcare Communications
Best Guitarist in Boston (Noise Magazine Reader's Poll)

Education:

Tampa Catholic High School (graduated with honors)
University of Florida (studied graphic design, photography, architecture, philosophy and psychology)
Berklee College of Music (graduated cum laude with Professional Music degree)
Worcester Museum of Fine Arts (graphic design software/technique classes)
Dynamic Graphics Training Course