



## RAY VELLA

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<http://theinnovationenterprise.com/summits/data-visualization-summit-boston-2013>

### summary

Leader in Data Visualization, Informational Graphics and Visual Story Telling – Innovative, creative and strategic thinker – Contribution is to solve visual problems – Excel in fast paced environment and motivating creative team – Initiate systems that enable artists and editors to easily maintain a consistent, unified and attractive style – Ability to create projects which are used in multiple platforms including mobile devices

### work experience

**Data Visualization Lead Fassforward**, Pelham, NY **New York University**, NYC (Instructor)

SENIOR VISUAL DESIGNER (Independent Consultant) , 2011 to present

- Create cutting edge Informational Graphics using individual company visual standards and UX design
- Design and develop brand image using comprehensive strategy for editorial & marketing collateral to be used in all digital platforms. Specializing in financial conceptual informational graphics & illustration
- Create visually saturated and cohesive presentations for corporate metrics

**Bloomberg LP** New York, NY

SENIOR INFORMATIONAL GRAPHICS/VISUAL DESIGNER, Bloomberg Markets Magazine 2009-2011

- Created original, managed informational graphics, maps, charts, diagrams and conceptual illustration
- Photo imaging - comprehensive
- Acted as bridge between graphics and company platforms preparing digital graphics for use on the Bloomberg Terminal, TV and BB.com using web standards
- Selected to be on the Data Visualization team. A company Visual Brain Trust insuring visual direction initiatives and leadership development goals throughout company media platforms in collaboration with Oculus Toronto, Canada

**BusinessWeek Magazine, BusinessWeek TV & BusinessWeek.com** New York, NY

SENIOR INFORMATIONAL GRAPHIC DESIGNER/VISUAL DESIGNER/ILLUSTRATOR 1988-2009

- Developed and created original covers, informational graphics, maps, charts, diagrams & illustration
- Photo imaging/correction, photo composite/illustration. Worked closely with Art Directors, writers and editors for layout and graphic treatment and information flow
- Assisted in launch of BusinessWeek.com, scripted and produce weekly slide shows; concept-to-publish
- Created online graphics as needed, acted as bridge from print-to-online
- Processed all weekly magazine graphics from print to online, managed two freelancers

work experience includes: USA Today/Gannett News Service Washington, DC; Rochester, NY; White Plains, NY; Wilmington, DE; San Rafael, CA; S.I. Newhouse Communications Syracuse, NY; ePerformax Nashville, TN 1985-1988

### education

- Syracuse University; Bachelor of Arts 1983, Illustration-concentration Editorial Design,
- Pratt MWP/Munson-Williams-Proctor Arts Institute

### teachings & symposiums

- New York University (Spring 2014); Parsons School of Design; Syracuse University

## awards and recognition

- Selected to speak at the Data Visualization Summit–Boston, MA –September 12 & 13, 2013
- Communication Arts Illustration Annual, Print Regional Design Annual, Society of Newspaper Design, DESI Graphic Design: USA, National Council for Advancement and Support of Education
- Bloomberg TV; Mexican Drug Trafficking 2010, CBS Evening News & NBC Nightly News; MetLife, U.S. Solder Death Benefit scam, Bloomberg Markets magazine 2010. NBC Nightly News; Enron, BusinessWeek 2001
- Publish Magazine, Step-by-Step, Artist Market, Photoshop - Best Practice by John Ennis, The Pros on Photoshop by Toni Toland
- Selected to be one of one hundred artists in North America to create artwork to benefit: National AIDS Research for Children. Artists included: Dennis Hopper, David Hockney, Annie Liebovitz, Jasper Johns, Chuck Close, Jeff Koons, Yoko Ono, Claes Oldenburg and Robert Rauchenberg among others
- Selected; Artist Wanted project - Time Square, NYC (electronic display) June 2012

## clients include

- Standard & Poor's, ConStrat; Central Intelligence Agency, Washington, DC; IBM.com; IPG (Interpublic Group); Verizon Wireless; GE.com; PVH Corp; Federal Express; Wunderman; Lincoln Center (NYC); Tag Worldwide M&C Saatchi (London); American Express; AT&T; J.P. Morgan Chase; Novartis; Le Monde.com (Paris); Amtrak; Barnes & Noble; Grey Advertising; Johnson & Johnson; Time Warner; International Herald Tribune (London); The New York Times; The Washington Post; National Geographic; The McGraw-Hill Companies; NYU-Brennan Center for Justice; The World Health Organization (United Nations, NYC); Levi's; Chicago Booth School of Business; Mashable; KPMG; Mastercard, Towers Watson

## additional skills

- Apple Mac/PC: Adobe Suite CS6: Illustrator, Photoshop (comprehensive photo imaging), InDesign, InCopy, K4 Publishing, Microsoft Office Suite: Word, Excel, PowerPoint, Bloomberg Terminal, Delta Graph, Studio camera photography, Strada 3-D, Expressions Media, iPad: (eMagazine publishing), (familiar): HTML, XHTML, CSS, Javascript, Adobe Edge