



RANDY MCMASTER

Senior Art Director



United States Navy
Sep 1990 - Jul 1994
Honorable Discharge

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FOCUS

Creative and energetic self-motivator.

Being proactive in creative media allows my problem solving skills to communicate accurately and directly to any market.

Consistently employing my abilities through concept, design, and execution.

My employer's and clients needs are approached with enthusiasm, accuracy, thoughtfulness, and attention to detail.

SOFTWARE

Adobe Creative Suite
Microsoft Office

EDUCATION

OSUIT
Institute of Technology

Associates Degree
Visual Communications

CAPABILITIES

Art Direction
Design
Typography
Identity/Branding
Digital and Social Media

Illustration

WORK

Johnson & Sekin

Dec 2021 — Sep 2022
Senior Art Director

We Are Alexander (Group360)

Apr 2018 — Jun 2021
Senior Art Director

TRACTION

Marketing Group
Apr 2013 — Jun 2016
Senior Designer

AGENCY + BRAND EXPERIENCE

Farstar
Jan 2007 — Jul 2010
Art Director

Boxcar Creative
March 2006 — Dec 2007
Senior Designer

FOSSIL
Nov 2001 — Feb 2006
Senior Web Designer

TASK

As an Art Director on the Chili's and FUZZY's Taco Shop team, I was responsible for digital, print, social and email designs for FUZZY Taco Shop and Chili's.com.

Responsible for day-to-day Art Direction, design and production of various brands under the Keurig® DR PEPPER® family of products.

These included POP/Retail Displays as well as package designs and concept of programs for both digital and print.

Art Direction, design and concepting of various clients including Air Tractor, Lyric Theatre of Oklahoma, Lewis Jewelers of Houston TX and work for various local clients.

These included branding and identity system creation, art direction of daily projects and illustration and typography assignments

