

Richard Ciraulo

Senior Designer with 10+ years of professional experience building visual identity systems across digital, print, and product layouts. Experience in executing brand relaunches, scaling cohesive typography and identity guidelines, and managing multi-format design assets.

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Experience

Vanquis Bank | Senior Brand Designer | Dec 2022 - Apr 2026 | London, UK

- Led the visual identity redesign and company-wide brand relaunch, establishing foundational typography, grid systems, and layout rules across digital platforms and physical spaces.
- Presented core design strategies to executive leadership and cross-functional stakeholders, articulating clear design rationales to secure alignment on the brand identity.
- Partnered directly with engineering teams to integrate updated brand assets and typography systems into the digital product build, ensuring pixel-perfect implementation across platform layers.
- Created high-engagement social media assets and graphic animations, directly increasing social interaction and platform following by 34%.
- Designed high-performing email campaigns and print marketing collateral in close collaboration with the core marketing team to expand brand reach.

Bed Bath and Beyond | Print Graphic Designer | Jun 2019 - May 2021 | New York City, NY

- Managed typographic layouts, asset placement, and copy hierarchy for high-volume promotional print and digital applications.
- Developed new packaging designs, shipping labels, boxes, and envelopes, including the visual identity for gift cards and localized branding.

Brown Jordan International | Graphic Designer | Jan 2018 - Jun 2019 | St. Augustine, FL

- Developed visual identity concepts and color systems for brand updates, presenting design explorations to leadership to align creative direction with a broader target audience.
- Executed multi-format digital assets, social media content, and email templates alongside product photography and video production. Delivered comprehensive print design systems, including promotional flyers, national magazine advertisements, and multi-page furniture catalogs.

PRI Productions | Designer & Photographer | Mar 2017 - Jan 2018 | Jacksonville, FL

- Developed design solutions in a fast-paced agency setting, managing multiple projects at once for premier clients like the Jacksonville Jaguars, JAX Sports Council / Events, and Omni Hotels. Integrated pro photography into the creative workflow, primarily capturing live corporate and promotional events to support multi-channel campaign assets.

Tools

- Adobe Creative Suite: Photoshop, InDesign, Illustrator, Firefly AI, After Effects, Premiere Pro
- Microsoft: PowerPoint, Word, Teams, Outlook Mac and PC Platforms
- Project management: Trello, Asana, Monday
- Generative AI
- Wireframing: Figma
- Professional photography

Industry knowledge

- Brand Development
- Print Design
- Illustration
- Design Systems
- Photography
- Packaging Design
- Type Design
- Creative Direction
- Art Direction
- Print Production
- Social Media Design
- Design Thinking
- Digital Design
- Mentorship
- Concept Development
- Collaboration

Education

Bachelor's Degree in Visual Communication / Graphic Design
Farmingdale State College – Farmingdale, NY