

Raymond Forbes-Schieche

BRAND & DESIGN STRATEGY

Profile

Name

Raymond Forbes-Schieche

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 <http://sndvsn.tumblr.com/>

Honors & Awards

Graphis Design Annual - Branding

Merit, Riverside Park Brand Identity
January 2014

Graphis Design Annual - Branding

Merit, Fred Shand Brand Identity
January 2014

Effie Wards - Healthcare, OTC Category

Bronze, "You Can't Wait to Get it On"
Campaign for Trojan Condoms
June 2011

Experience

2016 - present **New York University**

Adjunct Instructor

Part-time instructor at the NYU School of Professional Studies - Division of Marketing and Public Relations. Course title: "Building Brands with Purpose".

2016 - 2017 **Entercom Communications**

Brand Creative Director

As national Creative Director for Entercom's Corporate Marketing department, I'm helping establish a design and brand-driven culture in the company, with the support of the CMO.

2016 - 2016 **Siegel + Gale**

Freelance Designer

Worked alongside two of S+G's Creative Directors in ideating, designing, and implementing brand platforms, architecture and identity systems.

2012 - 2015 **Univision Communications Inc.**

Design Director

Oversaw strategic and creative efforts from a branding perspective. Provided direction to design team, and lead in ideation sessions with key company stakeholders.

2010 - 2012 **FCB Global**

Senior Designer

Developed major brands from strategy to implementation. Recruited by the EVP, CD of Branding, I helped establish the brand discipline at FCB Global (Health, Consumer—NY).

2008 - 2010 **The Joey Company**

Art Director

As one of TJC's main Art Directors, I helped shape campaigns from concept inception, to storyboarding and on-site art direction of TV spots.

Education

2006 - 2008 **Graphic Design**

Portfolio Center (part of the Miami Ad School network)
Atlanta, GA

2000 - 2004 **Audiovisual Communications**

Universidad de Puerto Rico
San Juan, PR

References

Amanda Voss

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