

# Thaddeus A. Razdow

## Graphic Designer

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## EXPERIENCE

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### Senior Designer

Schneider Electric, Foxborough, MA | June 2017 - Current

- Art directed studio and editorial photography for customer feature campaigns, ensuring high-level execution and brand adherence.
- Managed end-to-end print production for digital, large-format, and OOH assets — coordinating with vendors to prepare and deliver press-ready files to spec across CMYK and RGB workflows.
- Adapted brand assets across a wide range of print and digital specifications, maintaining creative fidelity across formats from executive presentations to large-scale environmental graphics.
- Conceptualized and pitched innovative campaign ideas to executive stakeholders, leveraging market trends and audience insight to drive brand growth and engagement.
- Played a pivotal role in designing impactful events, activations, and environmental graphics, collaborating closely with stakeholders to create memorable experiences that resonated with target audiences.
- Designed engaging and informative presentations, utilizing creative layouts and visuals to simplify complex information and captivate audiences.

### Graphic/Web Designer

RI Mushroom Co., West Kingston, RI | June 2020 - June 2021

- Designed and developed a visually appealing, user-friendly website that effectively communicated brand messaging and optimized user experience.
- Conceptualized and created impactful social media and digital assets — graphics, videos, and campaigns — to drive engagement and strengthen brand identity.
- Crafted innovative packaging designs that reflected brand identity and resonated with target consumers.

### Graphic/Web Designer

True Engineering Technology, Lincoln, MA | February 2016 - July 2017

- Led comprehensive rebranding initiatives, spearheading logo and visual identity design that increased resonance with target audiences.
- Designed and developed visually appealing websites, prioritizing user-friendly interfaces and engaging experiences.
- Produced compelling content across various channels, effectively conveying brand messages and driving engagement.

### Web Content Specialist

Roush Enterprises, Plymouth, MI | November 2014 - February 2016

- Oversaw content and e-commerce management for ROUSH Performance, SLP, and affiliated websites, ensuring a seamless user experience.
- Created visually appealing micro-sites and e-commerce platforms to enhance brand visibility and drive online sales.
- Designed engaging assets for social media platforms and blogs, maintaining brand consistency and fostering audience engagement.

## EDUCATION

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Academy of Art University, San Francisco, CA

Bachelor of Fine Arts, Web Design & New Media | 2009 - 2013

## SKILLS & INTERESTS

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### Technical Skills:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Fusion 360, Press-ready File preparation, Large format & OOH production, Photography, Illustration, Layout, Parametric modeling, Logo design.

**Personal Interests:** Industrial design, Product design, Prototyping, Photography, Art, Architecture, Engineering, Billiards, Motorsport.