

# RICHARD OMALLY

## Graphic Designer

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[Richardomally.com](http://Richardomally.com)

Imaginative and diligent graphic designer with six years of experience, exceptional attention to detail and a passion for delivering projects on time. Well-versed with most programs within the Adobe Creative Suite, particularly Illustrator and Photoshop. Effective time management and problem-solving skills, allowing the completion of projects with minimal supervision and maximum cooperation with other members within a team.

### PROFESSIONAL EXPERIENCE

**LEAD MULTIMEDIA DESIGNER** / Next Step Digital Solutions, Jamaica **March 2022 - Present**

- **Project Leadership** - Lead a design team responsible for conceptualizing and executing creative marketing materials, resulting in a 20% increase in brand visibility.
- **Design Direction** - Design and implement ad campaign, leading to a 30% increase in user engagement and a 15% decrease in bounce rates.
- **Team Management** - effectively manages a team by providing supervision, mentorship, and strategic task delegation based on individual skills and strengths.

**Collaboration** - by engaging with diverse departments like marketing, development, and content creation, ensuring close coordination with cross-functional teams to maintain alignment with overarching project goals.

**GRAPHIC DESIGNER** / The National Library of Jamaica, Jamaica **May 2021 – Sept 2021**

- **Visual Design for Publications** - creates visually appealing designs for a variety of media partnering with content writers to promote library services and events while following to branding rules.
- **Digital Media Design** - generates and maintains visually appealing digital materials, partnering with web developers to effectively incorporate visuals into the online presence, delivering a consistent and engaging user experience.
- **Exhibition and Display Graphics** - generates and maintains visually appealing digital materials, partnering with web developers to effectively incorporate visuals into the online presence, delivering a consistent and engaging user experience.

**INTERN** / Jamaica Promotions Corporation - JAMPRO, Jamaica

**May 2021 – Sept 2021**

- **Market Research Support** - conducting market research, gathering data on international markets, and organizing information to create market intelligence reports for potential business opportunities for Jamaican products and services.
- **Content Creation and Communication** - responsible for content creation communication, and marketing materials for Jamaican products, managing social media accounts, drafting press releases, and maintaining company relations.
- **Event Coordination Assistance** - charged with content creation, communication, and marketing materials for Jamaican products, managing social media accounts, drafting press releases, and maintaining company relations.

## EDUCATION

**ANIMATION & PRODUCTION DEVELOPMENT** / UTECH, Jamaica      **Sept 2020 – Present**

## CERTIFICATION

**SOCIAL MEDIA CERFITED** / HubSpot Academy      **Jan 2024 (Expires Feb 2026)**

**SEO CERFITED** / HubSpot Academy      **Dec 2023 (Expires Jan 2025)**

**CONTENT MARKETING CERFITED** / HubSpot Academy      **Jan 2024 (Expires Feb 2026)**

## SKILLS

- PC & Mac Platforms
- Illustration
- Logo Design
- 2D & 3D Design
- Digital Design
- Digital Marketing
- Adobe Creative Suite
- Website Graphics
- Problem-solving
- Research Skills
- Creativity and attention to detail
- Knowledge of branding
- An understanding of colour theory and colour psychology