

Experience

Raphael Zwyer Design – New York, NY: since 2005

Owner and Director (consulting, contracting and direct clients)

All aspects of branding – B2B, B2C, gov, non-profit, culture.

Clients: Story&Verse, EDCNYC, Simone Giostra, Radio.com, Panoptics, Knicklofts, Kevin Mendoza, Lunatics

Addison – New York, NY: January 2019 - ongoing

Design Director, consultant

Annual reports, editorial and branding for clients like Abu Dhabi Commercial Bank, HSS, Raytheon, Anthem

Bloomberg – New York, NY: February 2016 - May 2016

Design Director, consultant

Branding architecture, design toolkit and guidelines for Bloomberg Philanthropies

Infinia Group – New York, NY: May 2014 - April 2015

Senior Designer – STAFF

Web design and branding for clients like Mt. Sinai, NYC Parks, Autonomy Capital, Oak Hill Advisers, AADF

eBay – New York, NY: January 2013 - April 2014

Senior Design Specialist – STAFF

Design and innovation in e-commerce and brand loyalty for clients like

Levi's, Dockers, Ahold, Wells Fargo, Skype, PayPal

Landor – New York, NY: November 2007 - November 2008

Long-term consultant as Senior Designer and Senior Implementation Designer

Creating/structuring new brand assets and overseeing new Verizon identity: Core guidelines; partner/sponsorship; intraweb; internal magazines/newsletters; advertising, vehicle wrapping; brochures; bills.

Directing Landor in-house production teams on implementing new Verizon identity.

Siegel+Gale – New York, NY: May 2005 - October 2007

Long-term consulting as Senior Designer

Creating designs and illustrations for new Sprint communication device;

Creating design elements for new corporate identity for KAUST (the new King Abdullah University of Science and Technology, U.A.E.): Logos (institutes/subsidiaries/programs), flags, banners and posters;

Creating, structuring, designing, supervising and directing design guidelines for new KAUST brand.

Compendio – Zurich, ZH, Switzerland: May 2003 - October 2004

Senior Designer – STAFF

Designing layout systems, brochures, mailings and cover pages for educational/scientific book series;

Developing illustration concepts and design guidelines for educational and scientific books;

Directing and educating illustrators and supervising production processes.

Interbrand Zintzmeyer & Lux – Zurich, ZH, Switzerland: April 1999 - November 2001

Designer – STAFF

Developing new brand architecture for BMW Group (umbrella of BMW brands); Developing identity systems/guidelines for new BMW Group brand; Designing new BMW and MINI typefaces plus introduction book;

Designing car wrappings, booths, campaigns, awards, intranet pages, in-house magazines/brochure

Ernst Hiestand – Zurich, ZH, Switzerland:

Designer – STAFF

Packaging design for Swarovski

Hochparterre – Zurich, ZH, Switzerland:

Designer – STAFF

Editorial design for architecture/design magazine Hochparterre

Freelance Work 2004 - present

Starfish – New York, NY: Branding and campaigns for American Public University, Lowenstein Sandler, Madison Logic, Sharp, Hebrew Home, PWC, American Stock Transfer, IAS

Carpenter Group – New York, NY: Branding/identity and web design for financial industry: Ameriprise, MFS

Straightline International – New York, NY: New identity for Gentherm; branding for Pfizer emerging markets

Letter 7 Brands – New York, NY: Logo design for EIS Group, print design for TCC and AFHU, FDIF and other Jewish-American organizations

Interbrand – New York, NY: Packaging design and globe (logo) design guidelines for AT&T

Saatchi & Saatchi – New York, NY: Typographic solutions for Astra Zeneca

Carbone Smolan Agency (CSA) – New York, NY: Re-design Morgan Stanley logo

Wechsler & Partner – New York, NY: Branding/identity for financial industry: PIMCO, Forward

B.B.H. (Bartle Bogle Hegarty) – New York, NY: Ads, campaigns and logos: BA, Vaseline, SoBe, Vineyard Vines

Arnell Group – New York, NY: Interactive design guidelines for designer Pepsi can series

MetaDesign – Zurich, ZH, Switzerland: Exhibition design for Bluewin

DirecTV – New York, NY: DirecTV Magazines, advertisements, brochures (in-house and public)

Plaid – New York, NY: Exhibition/conference design PricewaterhouseCoopers

Ivony – Zurich, ZH, Switzerland: Developing and structuring webpage for Comet

Textile Design Experience 1990 - 1997

Jakob Schlaepfer – St. Gallen, Switzerland:

Fabric patterns, composés and embroidery for famous haute couture houses

Cosmo Kumagai – Kyoto, Japan:

Fabric patterns for Japanese kimonos and futons

Fabric Frontline – Zurich, Switzerland:

Silk fabric patterns

L'Homme – Lyon, France:

Silk and other fabric patterns

Education

Master of Fine Arts in Typographic Design – Zurich University of the Arts, ZHDK Zurich

Master of Fine Arts in Textile Design – University of Applied Science and Art, HSLU Lucerne

Diploma in Multimedia Design – Institute of Audio Engineering, SAE Zurich

Certificate in Contemporary American Business Practices, concentration in Marketing – CUNY, Baruch, NYC

Software Skills

Mac OS, Adobe Creative Suite, Glyphs, DHTML, CSS, Javascript, WordPress

Member

AIGA (American Institute of Graphic Arts), ADC (Art Directors Club), TDC (Type Directors Club)

References

Available upon request

Permanent Resident authorized to work in U.S.