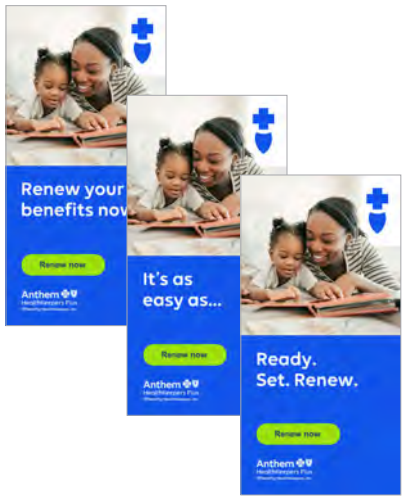
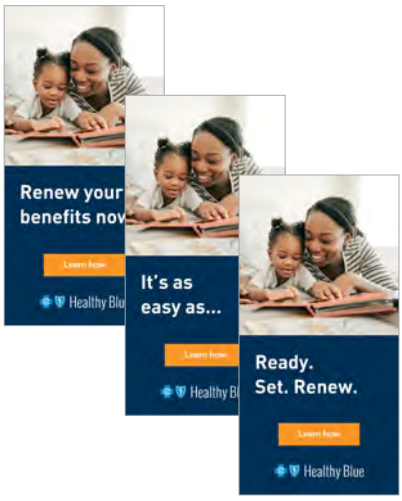
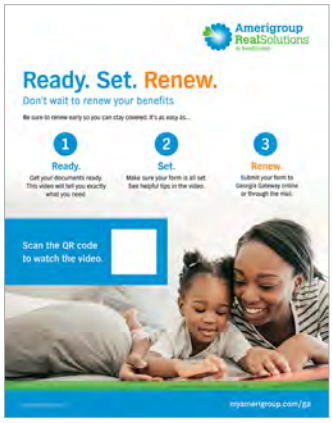
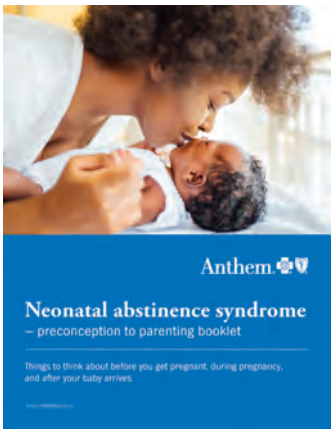
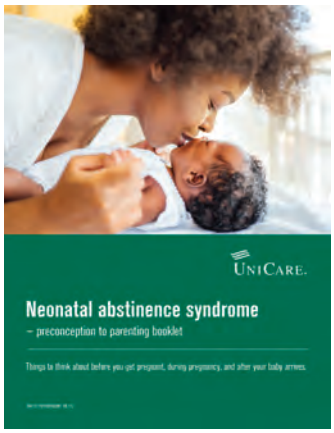
Recent work

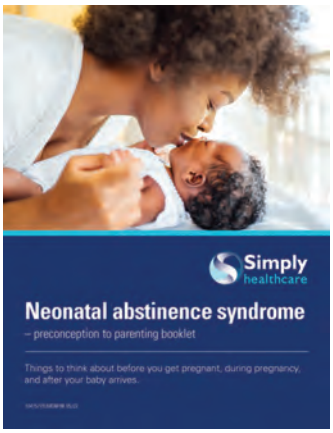


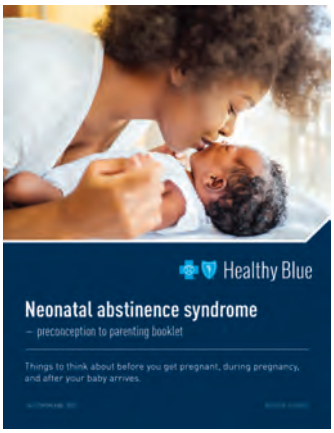












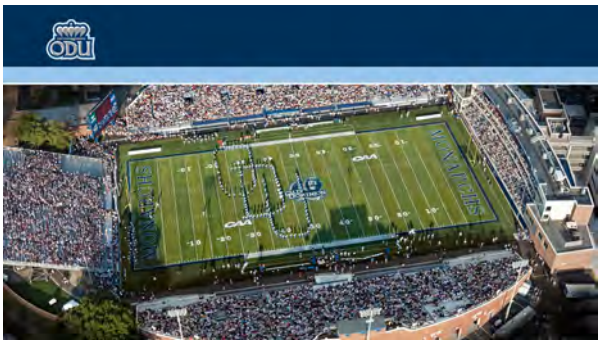
Elevance Health/Anthem, Inc. — After the "Blue Brand" (Anthem in the name, Anthem branding) template had been finalized for a deliverable, I would prepare versions for the different markets/brands in the Elevance group. Above are examples of web banners and posters for a retention campaign, and covers for a neonatal brochure prepared for various markets.

650.743.1024 **Rich Ambroson** rich@crazy8pad.com

Elevance Health/Anthem, Inc. — "This is Medicaid" web banners for various markets.

650.743.1024 Rich Ambroson rich@crazy8pad.com

Previous work



Old Dominion University — In 2021 while working with the Undergraduate Admissions team at ODU, I created various deliverables for prospective and new students and their families, including phone and desktop wallpapers, web banners, social media images, and other items such as buttons for the campus ambassadors.

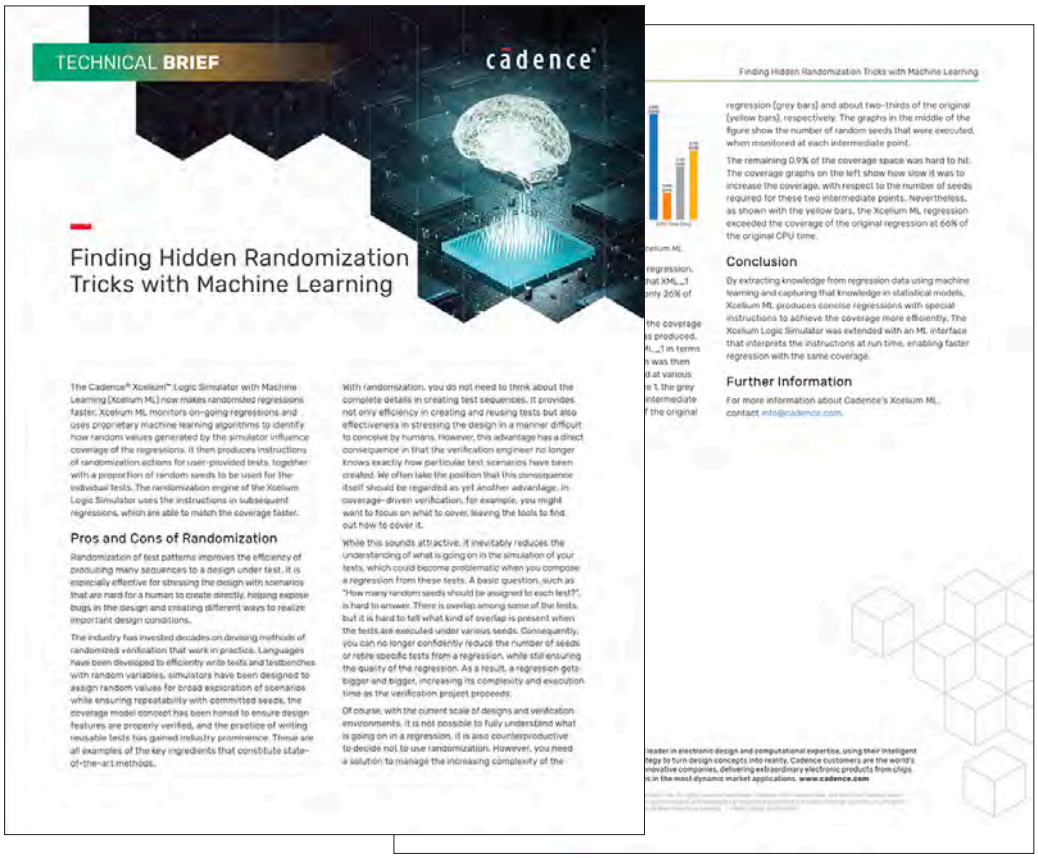
650.743.1024 **Rich Ambroson** rich@crazy8pad.com

Cadence — As well as producing collateral, imagery for social media posts and email blasts, presentations, and diagrams for blog and other materials on a daily basis, in late 2019 and early 2020 I worked with the rest of the Creative team on a rebrand. I produced the interim and final Brand Guidelines based on the original rough PDF provided by an outside agency, incorporating the evolving Brand elements along the way. I also worked to secure a very competitive bid for printing the guidelines from one of several vendors we work with as well as checking with several others.

Online Support badges — I worked with the Online Support team and our Brand Director to produce a set of badges for the various levels of Online Support achievement. This project has several iterations and involved a good deal of communication with the Support and Training team to make sure we provided something that worked for them and was within brand.

Cadence webinar banner ads — I produced this series of banner ads to promote a Cadence webinar using the product imagery for the tool being presented in the webinar.

Cadence print ad — I produced this ad for Cadence's APAC regional offices.



Cadence Technical Brief — collateral promoting product launch

Cadence PPT slides — Automotive Summit agenda for monitors/PPT

Cadence landing page — Aerospace and Defense landing page banner

650.743.1024 **Rich Ambroson** rich@crazy8pad.com

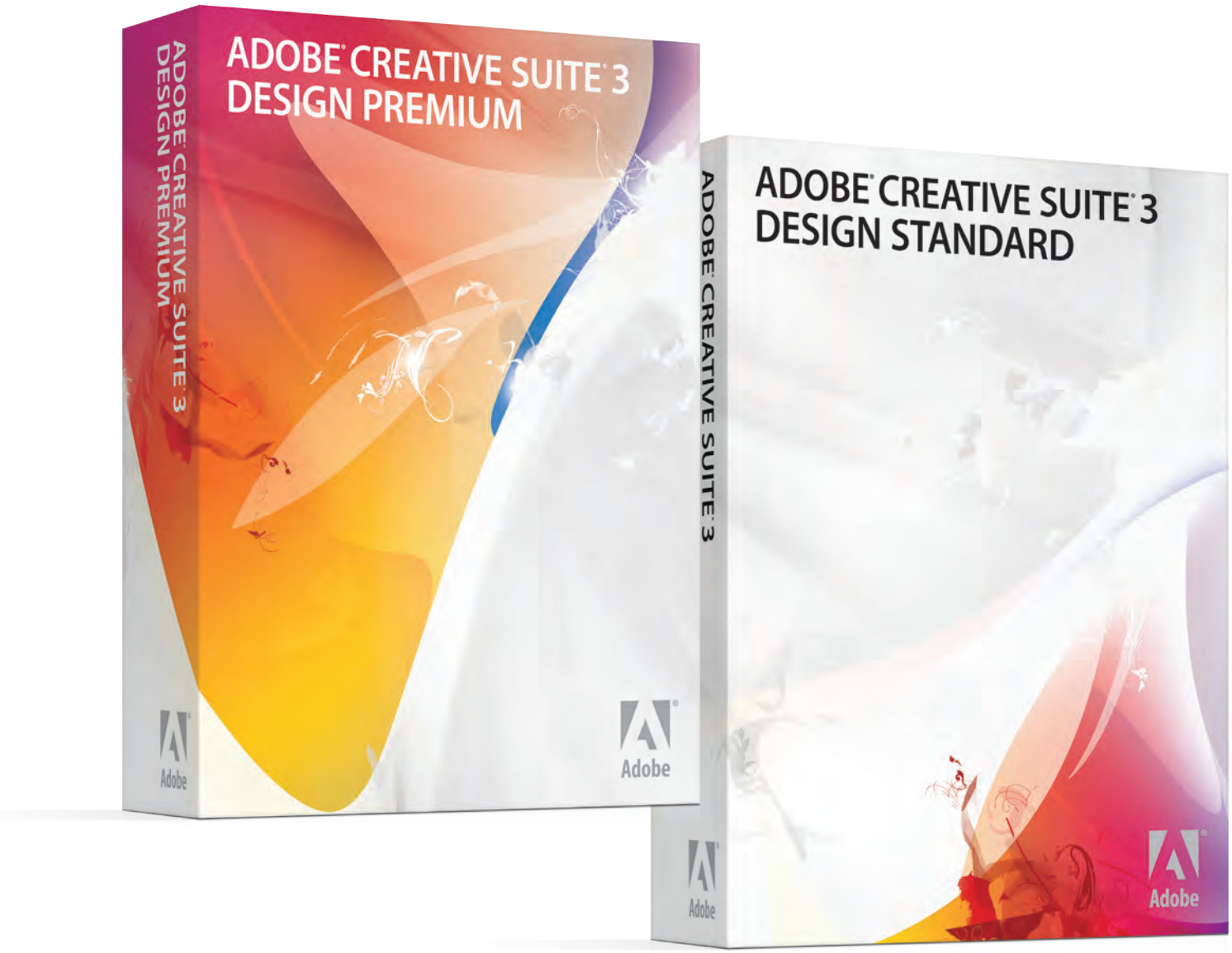
Cloudera — As well as producing collateral, presentations, and diagrams for blog and other materials, I have designed a one-off trade show booth for Cloudera's Strata+Hadoop World Singapore presence in 2015, and cocktail and wine signs, postcards, and other materials for other Cloudera S+HW shows.

VMware collateral — For the first technical journal by VMware, I produced the interiors and diagrams as well as the final cover files, designing the interior as an evolution of their white paper deliverable. The diagrams were designed based on VMware's corporate style from line art figures in the Word docs provided for the journal.

For the first in a line of high-end printed brochures for the VMware Marketing Services team, I worked closely with the art director and writer to produce final files, bringing together stock imagery, in-house diagrams and brand elements for this brochure as well as making several revisions to the content as it was being produced.

Oracle out of home and halo events — at Oracle I worked with the Advertising team to produce various out of home units including billboards, bus boards, elevator wraps, global airport advertising, and units at trade shows Oracle participated in or sponsored.

650.743.1024 **Rich Ambroson** rich@crazy8pad.com



Adobe CS3 packaging — I worked with Adobe's Print Operations team to finalize packaging templates (sleeves, kraft boxes, and inserts) based on new environmental packaging, as well as coordinating the revisions and final files for all the product IDs for the CS3 line with the outside design agency.

650.743.1024 **Rich Ambroson** rich@crazy8pad.com