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ralphics®

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OBJECTIVE

To make a positive impact utilizing my skills in operations, leadership, strategic planning and execution, supply chain management, data and cost analysis, project management, brand identity, market strategy. Drawing on my professional knowledge and experience of industrial, commercial, electrical, construction and maintenance after years of professional experience with the core competencies to manage high, medium and low voltage and my educational background, I hope to provide an economically positive impact for my clients. Out of the box strategy for unique business solutions for uncommon problems, embracing new technologies, without scraping the tried and true, KISS is sometimes the answer. Helping to build companies from the base up with strong foundations. Vast experience in industrial, electrical, project management, research, procurement, safety, account and client management, estimating skills, and marketing. All this combined with advertising, photo illustration, social media, computer aided design, creative and art direction, visual communications aesthetically pleasing graphic design, layout, illustration, image processing, type flow, web site development, web page design, social media, print media, interactive web design and dynamic video design and direction, brand identity. Award winning talent and creativity, with a degree and a track record to back it all up. With strong foundations comes longevity and success! Winning jobs, and minds with impactful zeal!

EDUCATION

B.F.A. in Illustration and Design, Auburn University, Auburn, Alabama, 1991. Studied Acrylic painting under Mark Ross Professor Auburn University. Studied Stone Lithography under James Furr and William Bagget, Professors at Auburn University. Modes of film and Film Production under Dr. J. Scaresbrook, Auburn University. Photography under Richard Dendey, Auburn University. Kodak Stat Camera Training Seminar, 1986.

Software and other Proficiencies

Microsoft 365: Word; OneDrive; Outlook; PowerPoint; Copilot; Excel; Microsoft Teams.

Adobe Creative Cloud Suite: Photoshop; Illustrator; Dreamweaver; InDesign; Premiere Pro; After Effects; Acrobat DC and have worked in most all their other programs. Worked In some 3D rendering programs, and cad programs.

Printing and separation software interface for several different printers and plotters. Have worked in the offset lithography process, screen printing, flexography and understand most process printing and the skills to be successful for quality work.

Project management, estimating jobs, time keeping, and cost analysis, experience. Sales, inside and outside for several industries.

WORK EXPERIENCE

Marketing Director, Creative Director Owner 2019-2026-Current: RHD Communications, ralphics.com, [client\(s\) Elkins Gulf Coast Electrical](#), [Ocean Wave Laser](#), [Natro Inc.](#), [HVE](#) Research and Development, Operations, estimating and Project management, Director of offsite maintenance staff for HVE Facilities at Talladega College. Tracking campus maintenance needs, projects, employees, team coordination and accounting. Brand management, Marketing and promotional Materials production for sales, Market research, Design, Illustration, Photo Illustration, Computer graphics, AI Generated Illustration, Web page design, Web site development, Logo development, Signage, business cards, Letterhead, Brochures, T-shirt design and Illustration, Point-of-sale, social media and media buys. Posting Job openings when needed.

Director of Operations and Marketing, Creative Director 2004-2019: [Five-Star Industrial Services](#), and [Five Star Industrial Service support center](#) [Glencoe, AL](#). Responsible, for daily, and weekly reports, logistics, attendance, tracking projects and employees, on offsite and on-site projects, safety materials, time management, motivational events, tracking and accounting of profit loss, and risk management. Bar code and equipment marking for tracking. Power Point and other video informational and educational materials. Making sure sales staff have hand-outs and informational sale tools. Brand Identity, Marketing and promotional Materials, Market research, Design, Illustration, Computer graphics, Project Management; office and field, with up to 20 employees. Estimation for and printing of architectural plans for Projects.

Art Director and Owner 2004-2017: [RHD Graphics "ralphics" Gadsden, AL](#). Sole owner, daily, and weekly tracking of projects. Client and customer service liaison. Design, Illustration, Computer graphics, Brand Identity, Web page design, Web site development, Logo development, Menus, Signage, business cards, Letterhead, Brochures, T-shirt design and Illustration, Murals, Point-of-sale, and other Free lance commissions. Search Engine Optimization (SEO) ad word and meta tag developer.

Lead Airbrush Artist for [Alvins Island Magic Mountain Mall](#) 2002-2004: [Alvin's Panama City Beach](#) Responsible for weekly schedules of artist and support staff, make sure all equipment and supplies being on site and in working order. Design, Illustration, Computer graphics, Web page design, Web site development, Logo development, Menus, Signage, business cards, Letterhead, Brochures, T-shirt design and Illustration, Murals, Point-of-sale, and other Free lance commissions.

Art Director and Owner 1998-2004: [RHD Graphics "ralphics" Gadsden, AL](#). Sole owner, daily, and weekly tracking of projects. Client and customer service liaison. Design, Illustration, Computer graphics, Web page design, Web site development, Logo development, Menus, Signage, business cards, Letterhead, Brochures, T-shirt design and Illustration, Murals, Point-of-sale, and other Free lance commissions. Search Engine Optimization (SEO) part of Open Directory Google

Advertising Manager / Creative Director 1996-1997: [DeepRock Manufacturing Inc.](#)

Controlled the daily flow and production of artwork to be printed on our offset printers. Created and placed all Advertisement for National and International campaigns; based on market research Print Media buys; Generate All art work for Direct Mail Brochures; Manage artwork for outside clients, as well as DeepRock , Drillmaster, WaterWorks , and The Direct Mail Store, divisions of DeepRock. maintain and create artwork for in-house Offset Printing Department. (camera work, stripping, and computer-generated art)

Head Graphic Designer 1995: Bio Med Communications Vet med, Auburn University, Alabama. Directed, created, designed, and illustrated Vet Med, slide shows, presentations, publications, and informational print media for departmental, educational, and professional seminars.

Staff Artist 1994: University Printing, Auburn University, Alabama. Responsible for pre-press layout and workflow to keep printers busy, and client's projects on time. Pre formed graphic design of brochures, tabloids, logos, business cards, and letterhead for offset printing. Extensive computer hardware and software usage. Implemented AppleTalk computer network.

Owner Operator 1993- 1994: RHD Graphics Panama City Beach, Florida. Clients, Tyndal AFB, Columbia Research, SF Ops Freelance for local advertising firms and other businesses.

Creative Director / Owner 1992 - 1993: The Firm Concept, Inc. Atlanta, Georgia. Operational control of projects for major clients. Illustration and computer design of product brochures, point-of-sale, packaging, and advertising. Partner in firm. Major Clients, Coca-Cola, and The Young Republicans of Atlanta

Graphic Designer 1991 - 1992: Coca-Cola USA, Atlanta, Georgia. Developed Job tracking system for Brand management, Computer design, illustration, typography, mock-ups, and pre-press work. Applied to packaging, point-of-sale, premium products, outdoor advertising, brand identity, and developmental and exploratory projects. Artwork and logos for regional and national promotions. Converted logos for the NFL, NBA, and the Olympics into digital format.

Head Artist Surf Hut, 1989 - 1990: Panama City Beach and Destin, Florida. Responsible for artwork at three stores. Scheduled and delegated activities for up to five artists. Specialized in custom airbrush and on-the-spot design and illustration for sportswear. Designed point-of-sale displays, store signage, and stock designs. Participated in store management and consulted on advertising strategy.

Art Director 1987- 1988: Master Graphics, Inc., Auburn, Alabama. Supervised staff artist and coordinated production. Creative lead and client consultant. Illustration and design for sportswear, logos, and special promotional events.





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