



Ronaji Naranjo

*A high-level creative disrupting
the norm through design and
technology innovations*

Contact

(416) 669-2427 | Toronto, ON

ronaji.naranjo@gmail.com

Portfolio: ronajinaranjo.com

Platform Capability

Adobe Photoshop	Adobe After Effects
Adobe Illustrator	Adobe Audition
Adobe InDesign	HTML & CSS
Adobe Dreamweaver	Javascript & jQuery
Adobe XD	MailChimp
Adobe Premier Pro	Microsoft Office

Skills

Vendor management	Client relationships
Motivational people manager	PAAB experience
Cross-functional collaboration	Videography
Articulate concept presentation	Exhibit design
	Emerging technology trends

Education

**ONTARIO COLLEGE
ADVANCED DIPLOMA IN
GRAPHIC DESIGN | 2004 - 2007**

SENECA COLLEGE OF APPLIED ARTS
AND TECHNOLOGY, TORONTO, ON

Experience

DIGITAL CREATIVE DIRECTOR | 2015 - 2019

SAGE MEDICA INC, TORONTO, ON

- Collaborated with the cross-functional team to uncover gaps and leads to win new business
- Experimented with latest technologies (voice assistants, virtual and augmented reality) to identify differentiating solutions with high commercialization potential
- Led creative and digital teams to design and develop an online platform and iOS application for key opinion leaders to report on pivotal medical research in real time, leading to provincial product reimbursement
- Organized life cycle management to optimize user experience and marketing campaigns to increase application reach by 20% in year one

ART DIRECTOR | 2011 - 2015

SAGE MEDICA INC, TORONTO, ON

- Managed a team of ten designers and developers, aligning individual strengths to project requirements to ensure the highest caliber of design was always applied
- Drove creative brainstorming sessions to devise concepts and presented to the client for a national campaign that would differentiate a third to market brand
- Created brand guidelines and oversaw the application of the chosen concept across multiple media formats to create a seamless customer experience

GRAPHIC DESIGNER | 2008 - 2011

SAGE MEDICA INC, TORONTO, ON

- Liaised with cross-functional team members to coordinate scope, requirements, budget, and timeline to deliver each project
- Executed brand guidelines across web platforms, brochures, electronic detail aids, digital banners, posters, and postcards