

SEAN-PTOLEMY ROMANO BAY

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EXPERIENCE

MANAGER, CREATIVE SERVICES — Ritchie Bros. Aug 2018 - Sept 2023

- Mentored creative team for career development and growth
- Managed team resources through project management software
- Developed project briefs for creative direction and brand consistency
- Developed and maintained company visual brand guidelines
- Maintained brand touchpoints, messaging and design quality
- Maintained visual coherence on global and quarterly brand campaigns
- Collaborated with executives, cross-functional marketing teams and vendor partners on quarterly projects, planning and capabilities

CREATIVE TEAM LEAD — Ritchie Bros. Sept 2017 - Aug 2018

- Conceptualized and created designs for the company's largest global auction, generating +2M in sales, with an audience of +80K
- Developed new and distinct logos and creative assets
- Creative problem solving for complex multi-brand designs
- Collaborated with cross-functional marketing teams on the development of social media graphic, web design and video direction
- Ensured compliance with company visual brand guidelines

GRAPHIC DESIGNER — Ritchie Bros. Jun 2016 - Sept 2017

- Produce effective concepts supporting marketing strategies
- Developed marketing collateral such as package designs, financial reports, social media graphics and promotional materials
- Developed key design strategies through research and customer data
- Demonstrated ability and willingness to quickly adapt to new technologies
- Provided and received constructive feedback to colleagues

ART DIRECTOR — Best Buy Canada 2010 - 2016

- Maintained brand standards for cross-functional marketing teams
- Employed data visualization and design for web and print
- Oversaw model casting with art direction on photo shoots
- Specialized in branding, identity design, and campaigns

PRODUCTION ARTIST — Best Buy Canada 2006 - 2010

- Production of in-store and internal office signage
- Collaborated with vendors to print and deliver to stores across Canada

GRAPHIC DESIGNER — Rila Textiles 2000 - 2005

- Created original designs and reworks for print to textiles
- Collaborated with clients and printers to find design solutions
- Knowledge of manual trapping, typography, colour profiles and artwork preparation

EDUCATION

COMMUNICATIONS
DESIGN ESSENTIALS
BCIT & Emily Carr
Certificate - 2006

COMMERCIAL ANIMATION
MASTERS PROGRAM
Center for Digital Imaging
and Sound
Certificate - 2001

SKILLS

- Collaboration
- Accountability
- Time management
- Detailed-oriented
- Communication

TECHNICAL SKILLS

- Adobe Creative Suite
- Project management software
- Figma
- Video editing software
- Photography
- Google Workspace
- Microsoft Office

AWARDS

BEST TOGETHER INTEGRATION
CHAMPION AWARD
Recognized for the creative
execution on the brand integration
of Ritchie Bros. and IronPlanet.

CHANNEL M ACHIEVEMENT
AWARD, ADOBE ILLUSTRATOR
Bursary awarded to recognize the
high level of excellence in Adobe
Illustrator.