

Raphy Fedida
Design/Art Direction
Los Angeles, California
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Education **Laguna College of Art and Design** Laguna Beach, CA
BFA Graphic Design, 1999

United States Marine Corps Sergeant
1988–1994 Honorable Discharge

Experience **Siegel+Gale** Los Angeles, CA
Design Director, Interactive Media, Jan 07–Current

Yahoo! Media Group (Yahoo! Inc) Santa Monica, CA
Senior Visual Designer, Sep 05–Jan 07
Worked in a central group tasked with designing a set of user interactions and design guidelines in an effort to speed creation and development of Web sites, and to create a more consistent user experience across the entire Yahoo! network.

Schematic Los Angeles, CA
Senior Designer, Nov 02–Aug 05
Design lead on projects ranging from iTV interface design to Corporate Identity. Responsibilities included initial consultations with clients to identify objectives and goals; presentation of concepts; and design, production and oversight during creative phase. Clients included Turner Networks, CNN, Cablevision, Paul Mitchell, ABC News, and The Weather Channel.

Laguna College of Art and Design Laguna Beach, CA
Graphic Design Instructor, Aug 02–Dec 02
Instructed two classes in the Graphic Design major, Graphic Design I and Computer Imaging, to classes of approximately 15 students for a total of 12 contact hours per week. While following the prescribed curriculum, I devised all class projects, lectured on design fundamentals, oversaw student progress, and conducted class crits.

Rare Medium San Francisco, CA
Lead Visual Designer, Jan 00–Aug 01
Was responsible for the overall look and feel of Web projects, based upon strategic design objectives. Clients included The Body Shop, Wyndham Resorts, Eve.com, and Scout Electromedia.

Landor Associates San Francisco, CA
Design Internship, May–Sep 98