

CODY RASMUSSEN

LIFE BY DESIGN



Cody is a graphic designer who prefers a work-life balance that includes two wheels or boards. He is a skilled creative who has the experience and portfolio to back it up. He excels at solving problems and applying design to strengthen a brand's unique personality. He enjoys working with clients to develop creative concepts and design solutions with award-winning results. Cross-fit for a variety of sports, he is known to be a daring downhill mountain bike rider and adept freeskier. When not thinking design, you might find him riding down a muddy single-track or schlepping his skis up a snow-covered ridge in anticipation skiing on the edge. He enjoys working on his house, taking photos, painting, listening to music (from Willie Nelson to Godsmack) and hanging out with his beautiful wife and daughter.

wheels/ motebecane vent noir, k2 razorback team, kona stinky deelux

boards/ volkl gotamas, salomon 1080s

inspired by/ genuineness

personal information

interests/ family, photography, architecture, furniture design, product design, outdoors, travel, mountains, beaches, crossfit, creating, problem solving **activities/** skiing, mountain biking, downhill biking, crossfit **favorite music/** godsmack, metallica, disturbed, willie nelson, swollen members, system of a down **favorite tv shows/** lost, family guy **favorite movies/** teton gravity research, matchstick productions, new world disorder, the collective films, warren miller, boogie nights, pulp fiction **favorite quotations/**
1. any intelligent fool can make things bigger and more complex... it takes a touch of genius and a lot of courage to move in the opposite direction ~ albert einstein **2.** we want to make good time, but for us now this is measured with emphasis on "good" rather than "time" and when you make that shift in emphasis the whole approach changes ~ robert pirsig **3.** it took me a few seconds to draw it, but it took me 34 years to learn how to draw it in a few seconds ~ paula scher **favorite books/** fountainhead, zen in the art of motorcycle maintenance, the art of getting things done

contact information

email/ cody.rasmussen@gmail.com

phone/ 206.437.1302

town/ seattle, wa

website/ codyrasmussen.com

education

college/ university of utah '93, bfa in graphic design

professional development/ school of visual concepts, wa (ongoing)

high school/ olympus high school, ut '89

work experience

current employer/ phinney bischoff design house/seattle **position/** associate/senior designer **time period/** october 1996 ~ present **description/** responsible for creative, design and production, plus account development and mentoring. projects types include print and interactive design, brand development, identities, graphic standards, collateral, packaging, and advertising.

employer/ russell design associates/new york city **position/** graphic designer **time period/** march 1995 ~ october 1996 **description/** responsible for creative, design and production for identities, annual reports, collateral, packaging, and advertising.

employer/ diagram/new york city **position/** graphic designer **time period/** june 1993 ~ april 1995 **description/** worked closely with principal/owner and various art directors/agencies. responsible for creative, design, and production for a variety of projects including annuals, books, packaging and advertising.

contract work/ various clients (ongoing)

relevant skills

indesign, illustrator, photoshop, lightroom, bridge, acrobat, ms office and a bazillion other worthy apps

I have played a key role in designing brand systems for clients including the Allen Institute for Brain Science, Seattle Children's Hospital, Oldcastle Precast, Power Engineers, Safeco, Physio-Control and PBDH. I have provided art direction, design and production for EvergreenBank, Symetra, Schnitzer West (The Bravern), Lexus (Escala), Radio City Music Hall, National Museum of American Art, AT&T Wireless, Russell, Qwest Field Event Center, Margaret Thatcher Foundation and Zymogenetics. codyrasmussen.com