

RANDALL ZMED

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LINKS

www.3koicreative.com
www.3koiphotography.com
www.randallz.smugmug.com

SKILLS

Branding, Web Development, Graphic Design, Print, Commercial + Panoramic Photography

PROFICIENCY

Adobe Photoshop, Lightroom, Illustrator, Dreamweaver, HTML, CSS, Javascript

EDUCATION

Graphic Design + Studio Art Degree, '00
DePaul University, Chicago IL

AWARDS

DePaul Art Scholarship
DePaul Soccer Scholarship
Art Institute Smith Scholarship
Dean's List, '97 - '99
Conference USA Honor Who's Who

EXHIBITIONS

Solo Art Show, Cape Cod '09
Solo Art Show, Chicago '00
Student Art Show, Chicago '99, '00

INTERESTS

Photography, Illustration, Sculpture, Poster + Street Art, Roadtrips, Outdoors, Cooking, Soccer, Snowboarding, Surfing, Chess

EXPERIENCE

3KOI Collective

Founder / Designer / Photographer

08.2007 to Present

Creator of the online landing ground showcasing my various creative efforts. Providing design services such as large scale panoramic photography, event photography, web design, logo development, graphic design, and illustration.

Homescape ASP / Homescape.com

Senior Interactive Designer

04.2005 to 08.2007

Role as user experience specialist and lead conceptual designer for Homescape ASP business and production teams. Responsible for creating new interactions and tools for home buyers searching local listings across a network of over 150 newspaper sites nationwide. Integral in the research, execution, and testing of numerous front-end, back-end web solutions along with a range of marketing print projects. Engaged in multiple focus groups and web analytics research to redesign the core web search application in its entirety featured on local affiliate websites (including the Chicago Tribune, Washington Post, and LA Times). Focusing on end-user enhancing features such as: multiple views for result sets including interactive draggable maps, saving/emailing searches & listings, supporting new media such as: video, larger photos & floorplans, customizable driving directions, and local points of interest info for more robust property details.

Held major role in the conceptualization, design, and launch of the national real estate search site, Homescape.com Focusing on expanding the homescape brand while creating a seamless user experience blending the new national site design with the Homescape ASP search application. Created the layout to support additional data channels such as Mortgage and Sell A Home along with multiple ad display solutions.

Hydra Interactive

Co-Founder / Creative Consultant

06.2003 to 04.2005

Collaborated closely with Insight 360 to develop a series of public touch screen kiosks for clients such as Portillos, Gino's East, Famous American Foods, and Fannie May. My role was an integral part in conceptualizing, demonstrating, producing, and marketing these programs. Developed layouts and graphics for overall design to maximize usability and maintain a continuity throughout the touch screen experience. Created a wide variety of digital and print promotional pieces to help drive more people to use these fast growing technologies.

Insight 360

Creative Director

05.2001 to 06.2003

Worked in a fast paced creative environment handling up to 15 live projects at one time. Creative control over all digital and print solutions for several small to medium sized businesses. Engaged clients to identify and expand their business interests through graphic design. Guided production and application teams in the development of both static and dynamic websites. Involved in refining internal systems and processes to boost efficiency in sales and project development.