

DESIGN & MARKETING BY

Gerard Rada Nedich

UnitedDesignGroup.com



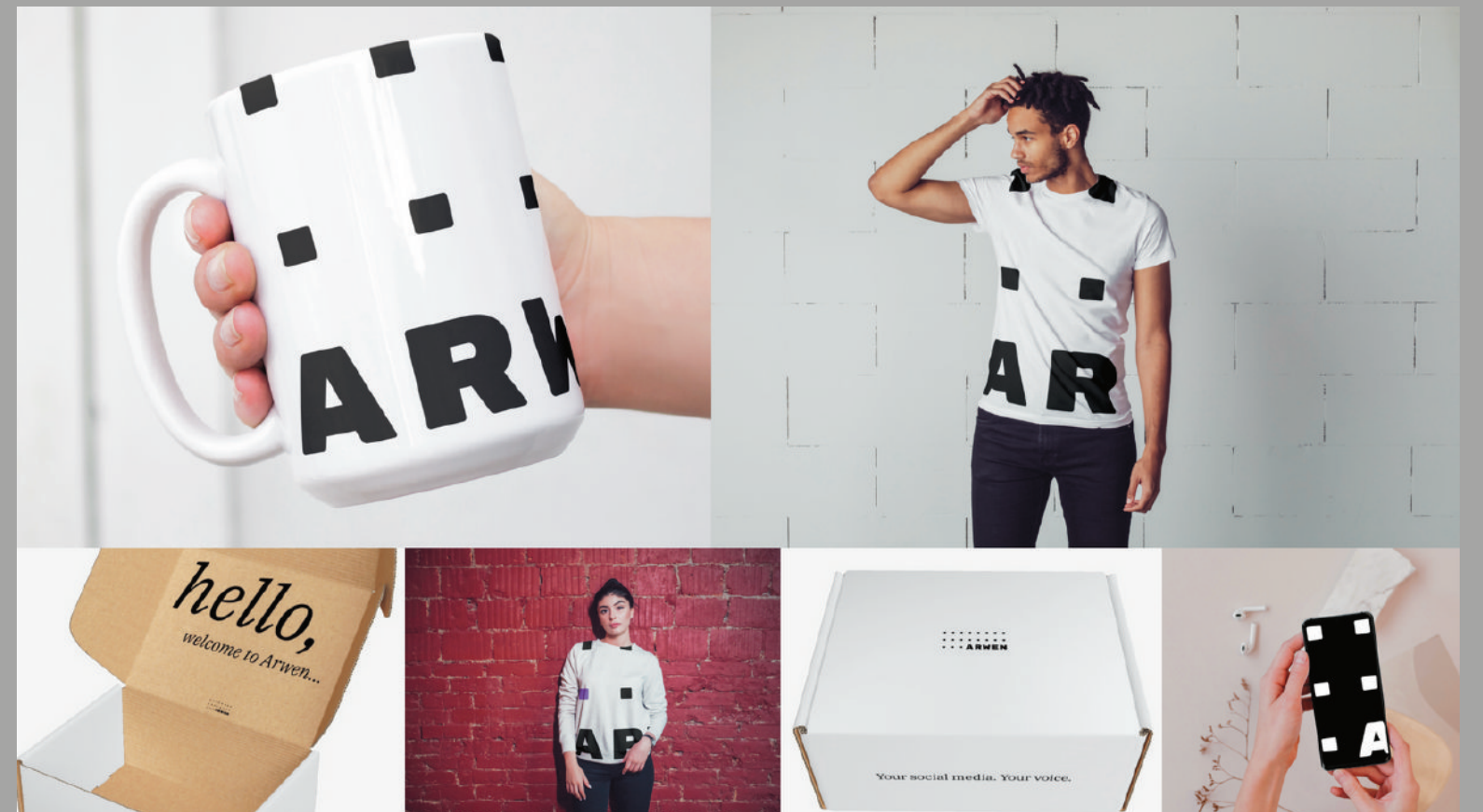
ARWEN.AI
Tools to control toxicity online

DESIGN & SOCIAL

- 1 Arwen's brand identity
- 2 Website design & build
- 3 Social media graphics
- 4 App icons
- 5 Merchandise for launch event
6. Animated logo

OTHER COLLATERAL

- 1 Video
- 2 Investor sales pitch
- 3 PowerPoint template
- 4 Copywriting



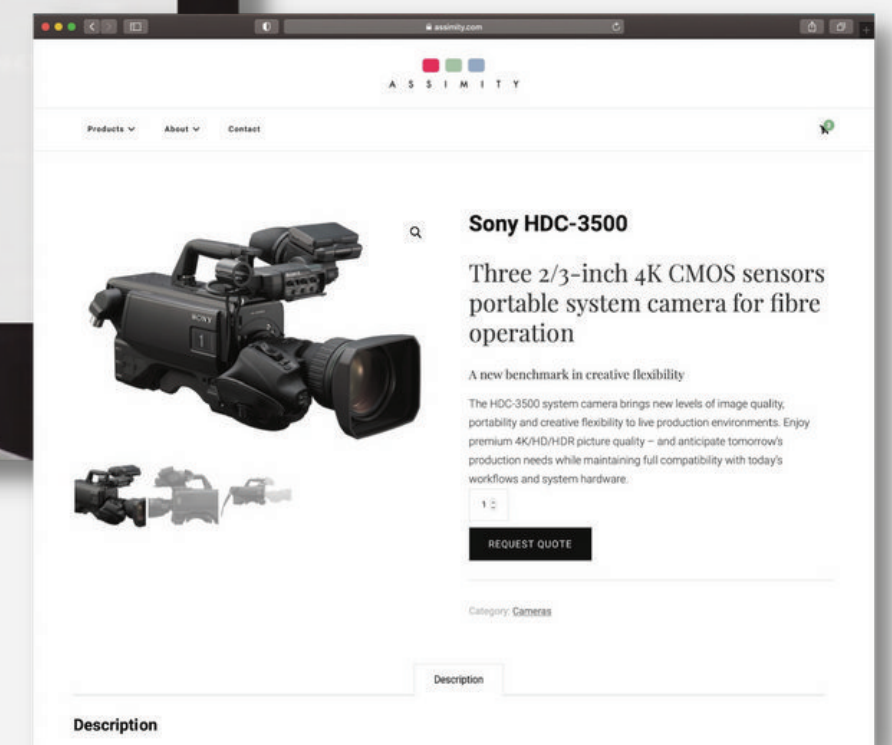
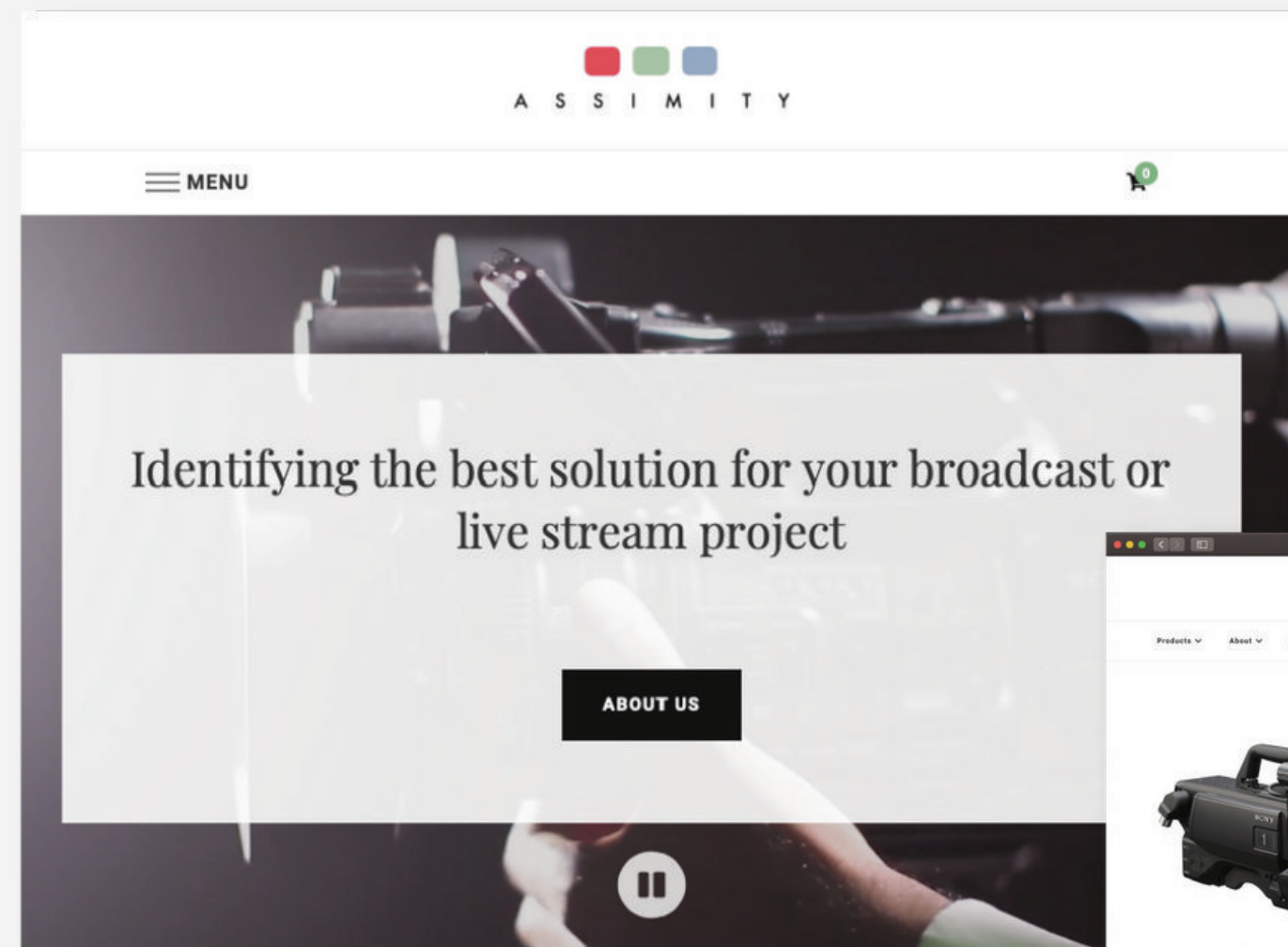


ASSIMITY BROADCASTING

Broadcast equipment provider

BRAND DESIGN & WEBSITE

- 1 Brand identity
- 2 Wordpress e-commerce design / build
- 3 Messaging



assimity.ai

ASSIMITY.AI

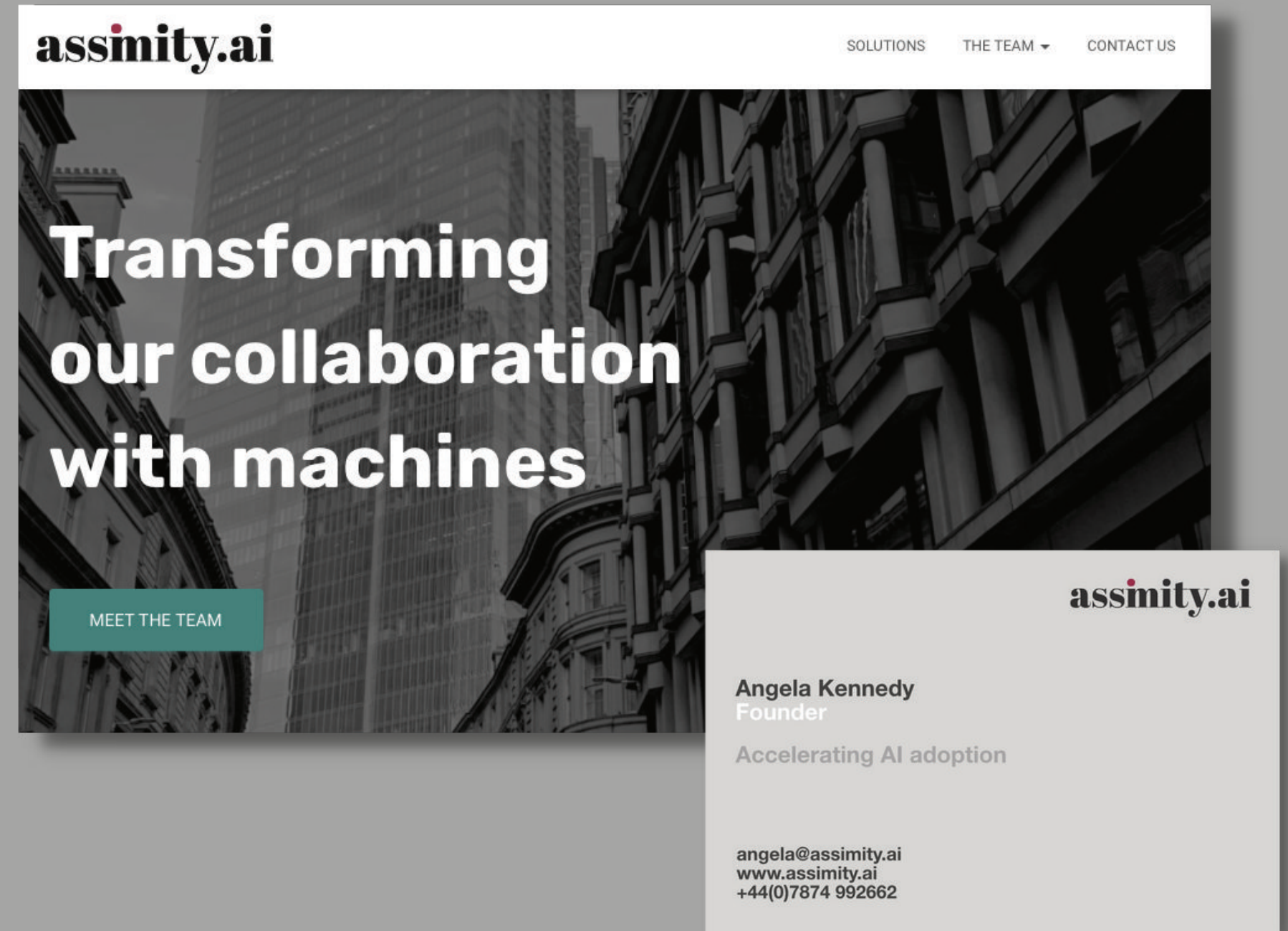
Parent company to Arwen & Assimity Broadcasting

DESIGN

- 1 Brand identity
- 2 Website
- 3 Photography

WEBSITE

- 1 Copywriting
- 2 Wordpress instance
- 3 Video



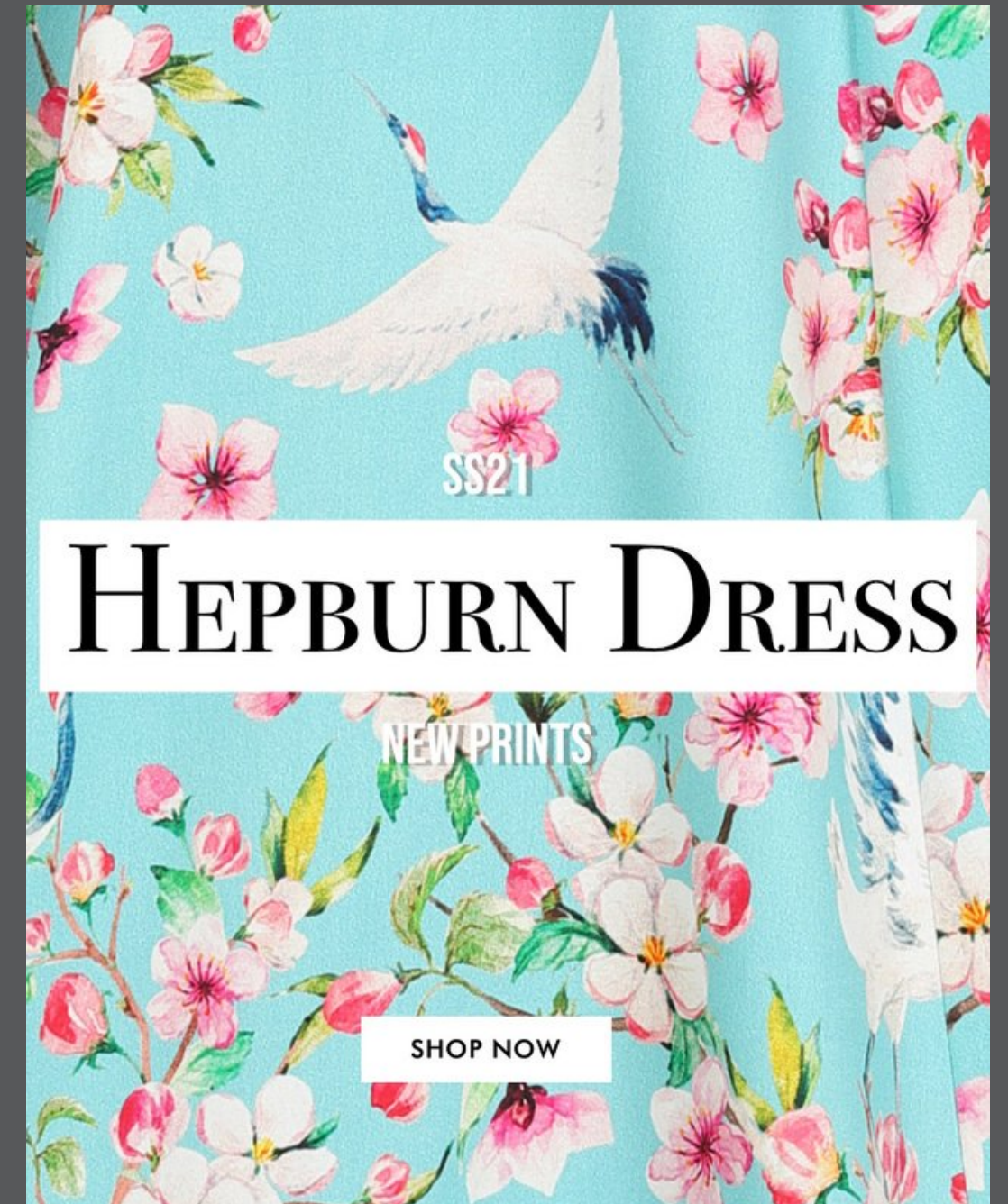
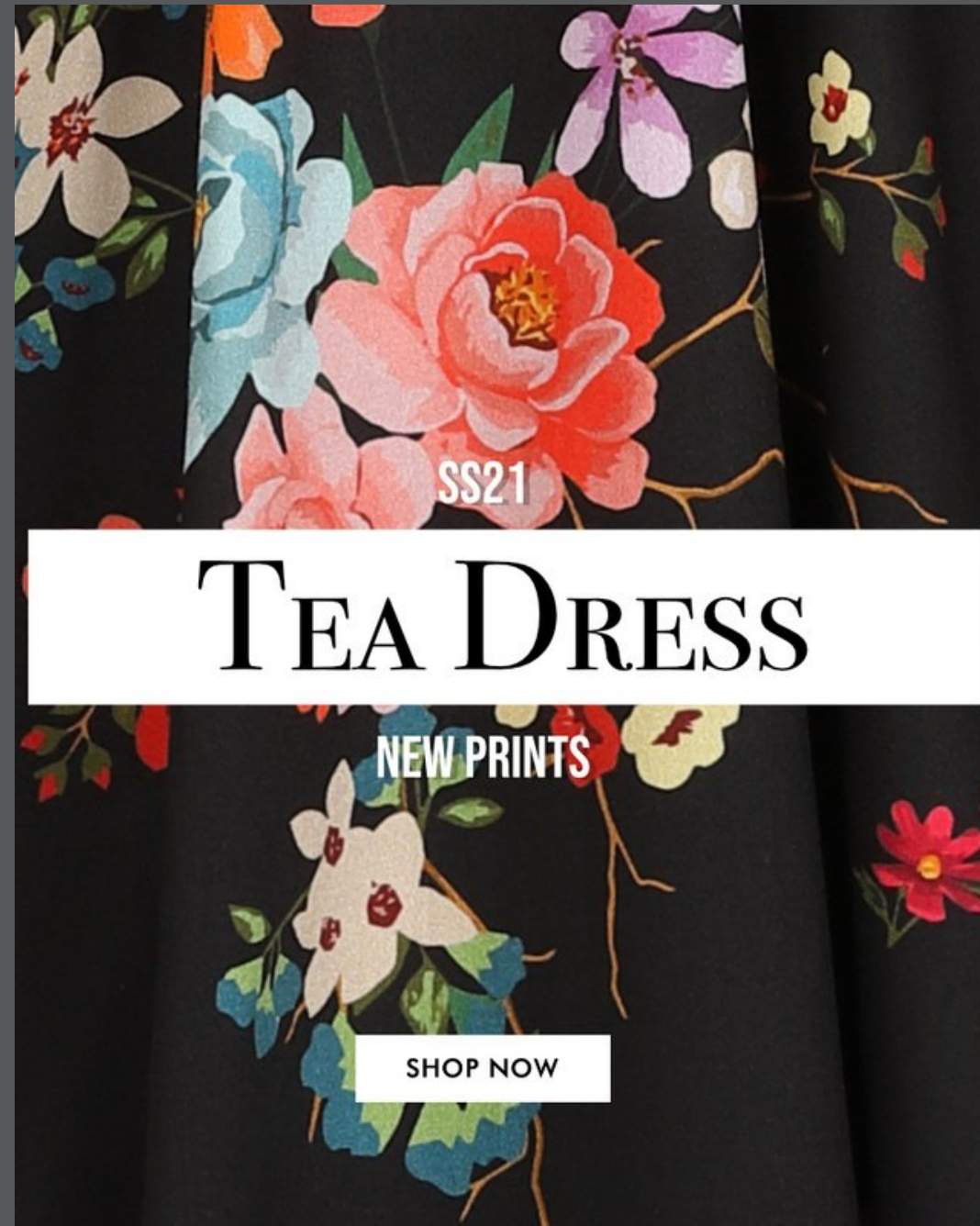
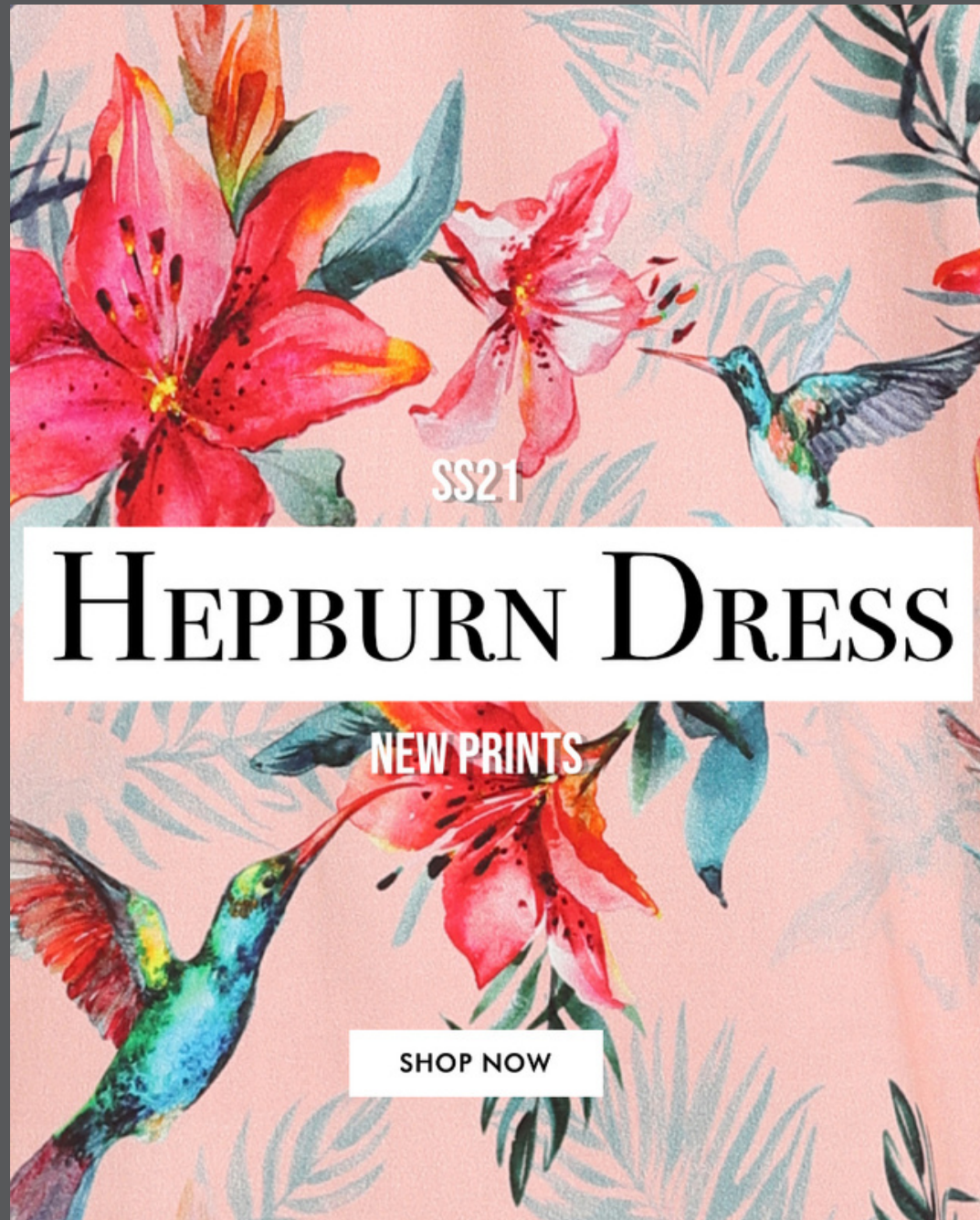
WINGSPAN: PAUL MCCARTNEY'S BAND ON THE RUN

Photography & Production

I created a production database of photos to use for the book as well as took photos as needed.



Paul McCartney's Band on the Run

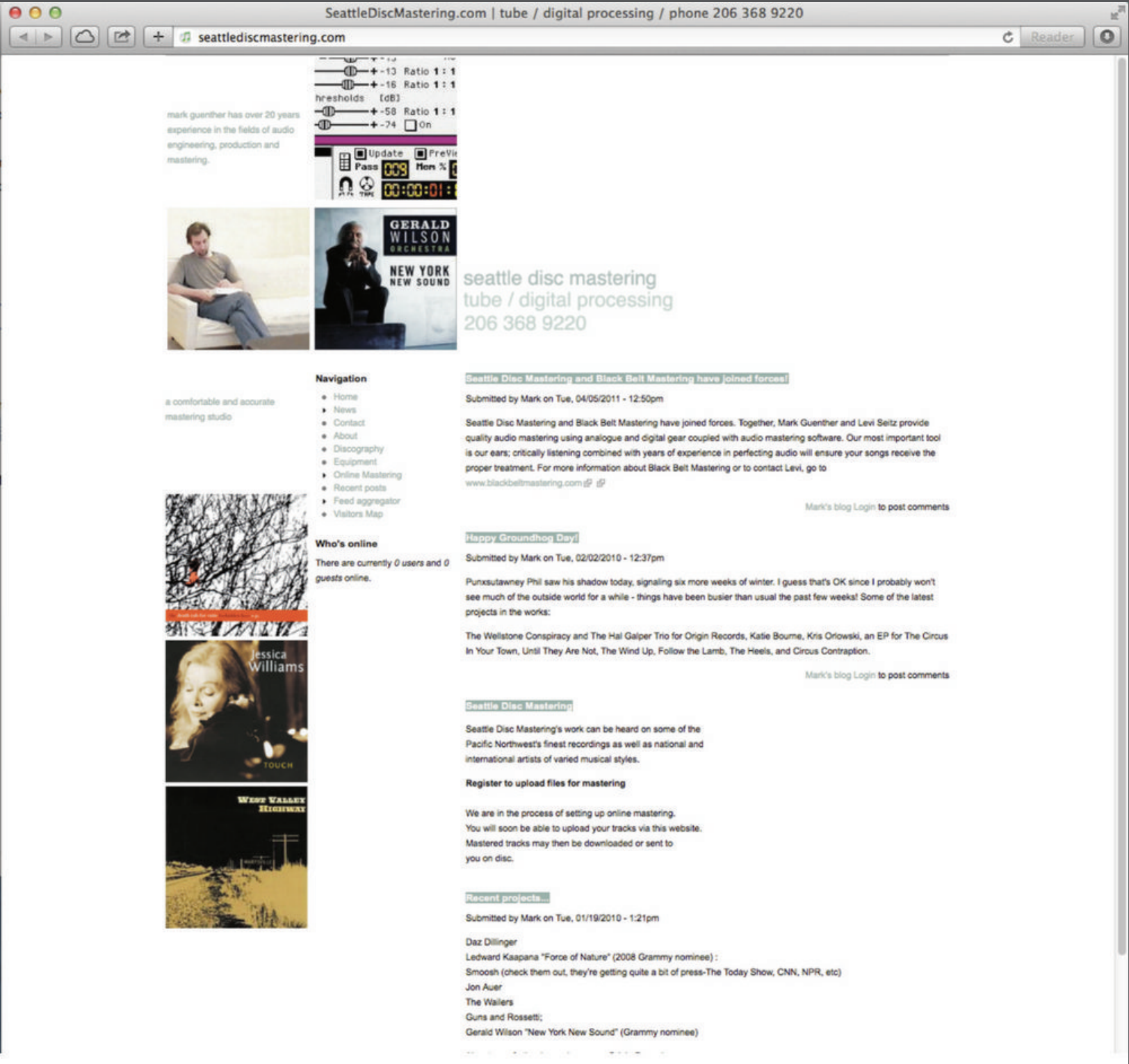


LADY V
Banners for online dress shop to feature their new prints

SEATTLE DISC MASTERING

Branding

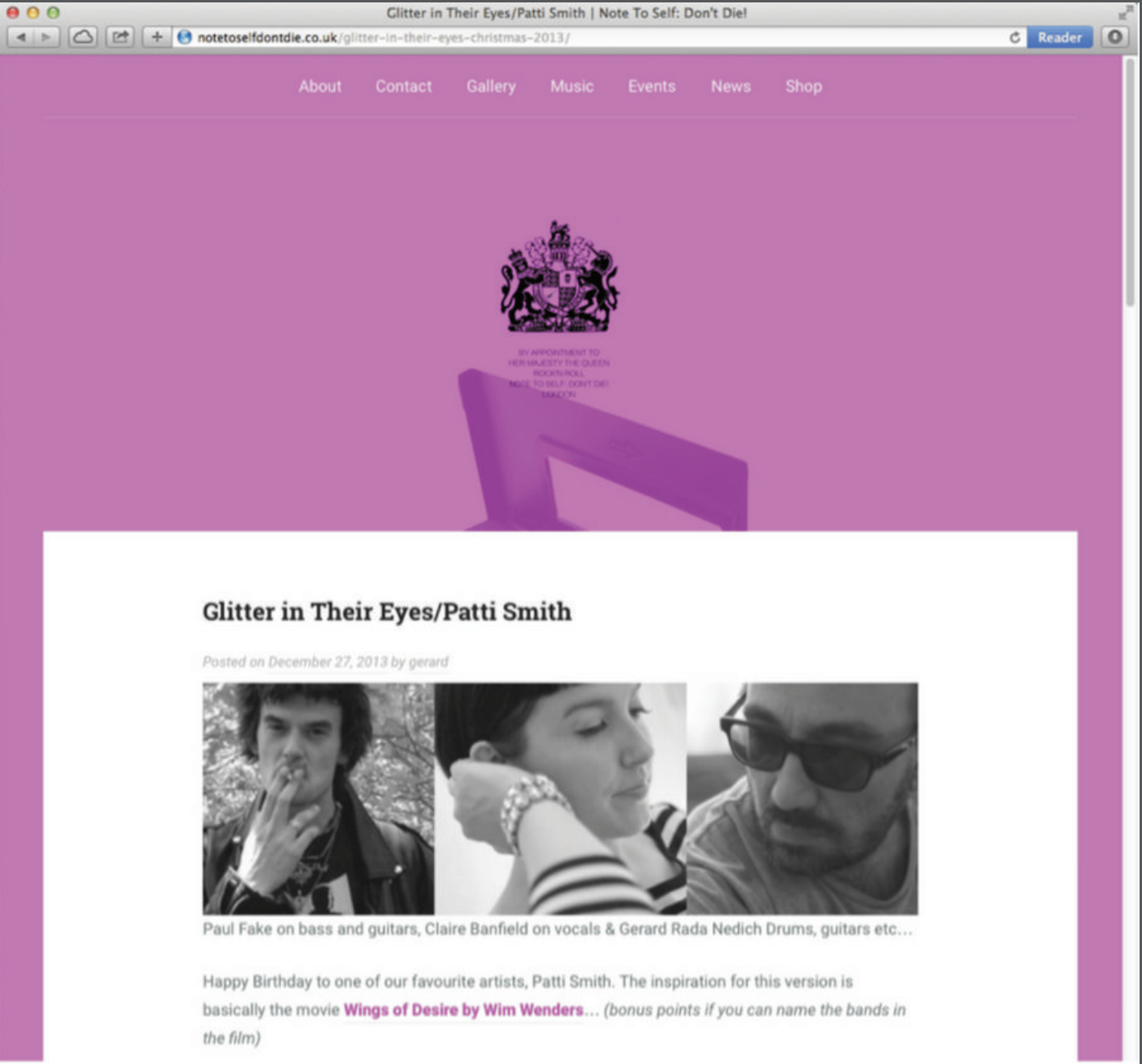
The website was built using Drupal and would use album artwork from the owner's discography to create the graphics and animations automatically.



NOTE TO SELF: DON'T DIE!

Branding

Writing, recording and design along with website design and build on Drupal & Wordpress platforms



Reference 1

I worked with Angela on several of her brands this year

Angela Kennedy.

Head of Marketing - ARWEN

Gerard is a pleasure to work with, and from a very minimal brief he quickly grasped the concept behind ARWEN to realise its identity, tone of voice and a very cool animated logo.

Gerard is a designer with an eye for good photography, focused on delivering process driven design practices for repeatable application.

For ARWEN, he not only delivered the brand guidelines, but designed the Wordpress instance (live & staging), set the tone of voice, created social media graphics that resonated with 'social media managers' & created branded merchandise for employee onboarding.

Reference 2

I worked with Randall at Microsoft in Redmond, Washington

Randall DuBois

Technical Writer at Stripe

Gerard's design work fundamentally improved the direction of product development, and the thinking of the development group, to focus on the user experience and pleasure of using the media player. His touch added an elegance and simplicity that is often lacking in Microsoft applications.

Gerard is able to communicate effectively with very technical developers to persuade and convince them that his designs and ideas would be successful, which was proven during usability testing. He always consulted with the documentation team to make sure the design was sound and could be easily documented, and also created design that mitigated the need for documentation by incorporating helpful information into the UI itself.

Gerard was always patient, well-prepared, organized, an effective communicator, and adept negotiator. But he also listened to feedback, was willing to adapt and accommodate for technical complications in design implementation, and put the success of the team and the product over other considerations. He was a pleasure to work with, and even after a decade I still refer to his work and his design philosophy when I work on new products. An asset to any company.

Other ways I can help you

Photography & Video

I have a natural love for photography, aesthetics and design practices.

Tone of voice and high level messaging tactics

For campaigns, the website, cornerstone pages, printed collateral, merchandise etc. setting the tone at the beginning gives us all pillars to draw on, rather than re-inventing the wheel with every campaign.

Competitor benchmarking & conversions

Using SEMrush, WooRank and Google analytics I make it my mission to better search rankings against with our choice of keywords and phrases which in turn increases traffic.

About me

Gerard Rada Nedich

Graphic Designer with strong digital marketing skills

I am a Graphic Designer with e-commerce and strong digital marketing skills having worked within tech start-ups where I have realised brands from the ground up.

My 'tech stack' includes the Adobe suite, SEMrush, AdWords, Wordpress website design and build, WooCommerce & CRM for sales and campaign management.

I started my career in Seattle at the beginning of the .com boom and I've also worked with start-ups here in the UK. I have a positive 'Can-Do' Attitude. Being ready, available and willing to get the job done.

I'm also a father

I took a break from a career of graphic and user interface design to raise my twin daughters at home. Now they are older, I have been able to work on a few freelance design and marketing projects and am now ready for a full time role to continue my journey.

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