

raphael zwyer
143 leonard street 5
brooklyn, ny 11206
+1 917 650 9534

info@raphaelzwyer.com
www.raphaelzwyer.com



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professional experience – long term consulting

Landor – New York City, NY

November 2007 - November 2008

// Senior Implementation Designer

- + Creating, structuring and overseeing design guidelines for the new corporate identity of Verizon:
 - Core guidelines (type, logo, photography, colors, stationery, OHH, direct mailing, fleet etc.)
 - Partnership and sponsorship guidelines (Music Partnership, Verizon/Rhapsody guidelines etc.)
 - Guidelines for internal web communication (websites, magazines, electronic newsletters etc.)
- + Developing and creating design elements for the new corporate identity of Verizon:
 - Sponsorship and Partnership advertising (Music Partnership)
 - Vehicle wrapping designs (Verizon Fleet)
 - Internal communication pieces (Websites, magazines, newsletters and brochures)
 - Bill designs
- + Directing in-house production team (print production artists and designers) on realizing/implementing new Verizon identity and design guidelines

Siegel+Gale – New York City, NY

May 2007 - October 2007

// Senior Graphic Designer

- + Creating, structuring, designing, overseeing and directing design guideline program for the new corporate identity of KAUST (the new King Abdullah University of Science and Technology, U.A.E.)
- + Developing design elements for the new corporate identity of KAUST:
 - Logos for institutes, subsidiaries and programs; flag, banner and poster designs
- + Designs and illustrations for new Sprint device

professional experience – freelance

1998 - Present

// Senior Graphic Designer

- Interbrand – New York City, NY + Packaging design and globe design guidelines AT&T
- Arnell Group – New York City, NY + Interactive design guidelines Pepsi cans
- Saatchi & Saatchi – New York City, NY + Typographic solutions for Astra Zeneca ads
- Carbone Smolan Agency (CSA) – New York City, NY + Re-designing Morgan Stanley logo
- B.B.H. (Bartle Bogle Hegarty) – New York City, NY + Ads and logos BA, Vaseline, SoBe, Vineyard Vines
- DirecTV – New York City, NY + Magazines, advertisements, brochures (in-house and public)
- Plaid – New York City, NY + Exhibition/seminar design PricewaterhouseCoopers
- Ivony – Zurich, ZH, Switzerland + Developing and structuring webpages Comet
- MetaDesign Suisse – Zurich, ZH, Switzerland + Exhibition/interior design Bluewin

// Junior Graphic Designer

- Ernst Hiestand – Zurich, ZH, Switzerland + Packaging Swarovski
- Hochparterre – Zurich, ZH, Switzerland + Magazine layout and cover design Hochparterre

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professional experience – staff

Compendio – Zurich, ZH, Switzerland

May 2003 - October 2004

// Senior Graphic Designer/Production Manager

- + Responsible for corporate identity of Compendio (leading Swiss education publishing company)
- + Developing illustration concepts/guidelines for educational and scientific books
- + Directing and educating illustrators and overlooking production/print process
- + Creating layout systems, brochures, mailings and cover pages for educational and scientific book series

Interbrand Zintzmeyer & Lux – Zurich, ZH, Switzerland

April 1999 - November 2001

// Graphic Designer

- + Developing the new brand architecture for BMW Group (umbrella of BMW brands)
- + Developing and created identity systems and various guidelines for BMW Group
- + Designing new BMW Type and MINI Type, plus created introduction and instruction book
- + Developing car wrapping and booth design for mobile BMW Hydrogen Fleet and Connected Drive campaigns
- + Creating BMW Quality Management Award (QMA) cups
- + Structuring/designing BMW Intranet and designing/editing in-house magazines and brochures for BMW

textile design experience

1990 - 1998

// Co-founder, Textile Designer, Event Coordinator

Gwand – Zurich, ZH, Switzerland

// Textile Designer

Jakob Schlaepfer – St. Gallen, SG, Switzerland

Cosmo Kumagai – Kyoto, Kyoto, Japan

Fabric Frontline – Zurich, ZH, Switzerland

education

Master of Fine Arts in Typographic Design – Zurich University of the Arts, ZHDK Zurich

Master of Fine Arts in Textile Design – University of Applied Science and Art, HSLU Lucerne

Diploma in Multimedia Design – Institute of Audio Engineering, SAE Zurich

software skills

Mac OS, InDesign, Illustrator, Photoshop, Acrobat, QuarkXPress, Dreamweaver, Fontographer, Word, Excel, Power Point, Flash, Director, Final Cut Pro, Freehand, Max MSP, Modul8, ProTools, and more

member

AIGA (American Institute of Graphic Arts), ADC (Art Directors Club), TDC (Type Directors Club)

references

available upon request