

randy schmieder | strategy+word+design





Corporate Branding & Messaging

Between 2015 and 2020, I built the corporate brand for **ground.net**, a European partnership of Aeroground Munich, Goldair Greece and Bulgaria, Airline Assistance Switzerland, GH Italia and Aviator and covering over 60 airports. I designed the identity, logo, style guide, presentations, brochures, web site, and presentation materials.



Designing an entire corporate identity is at once very exciting and very challenging. Creating a brand that pleases many diverse stakeholders is even more demanding.

With a start-up like ground.net, I wear many different hats: web designer, photographer, product designer, editor, writer—and at times, relationship counselor.



Social Media & Story-Telling

Since 2010, I have been responsible for the communications for an international all-girl rock band. Working in close collaboration with the management, I have raised the profile BACK:N:BLACK from an idea to a group known as the worldwide leader in its class today—all while carefully respecting the founder's mission to advance the perception and cause of female musicians.

My work involves event management, presenting, strategic messaging, branding, social media, video, photography, video and audio production, creating CDs, DVDs, websites, t-shirts, and much more. Some of the biggest compliments for our work have come from AC/DC themselves.

“Great band”
—Phil Rudd, Drummer AC/DC

BACK:N:BLACK
THE GIRLS WHO PLAY AC/DC



My work also includes organizing concerts, from VIPs to stage design. Above: BACK:N:BLACK with ZZ Top. Below: Playing to a crowd of 8,000 at the Sierre Blues Festival in August 2017.

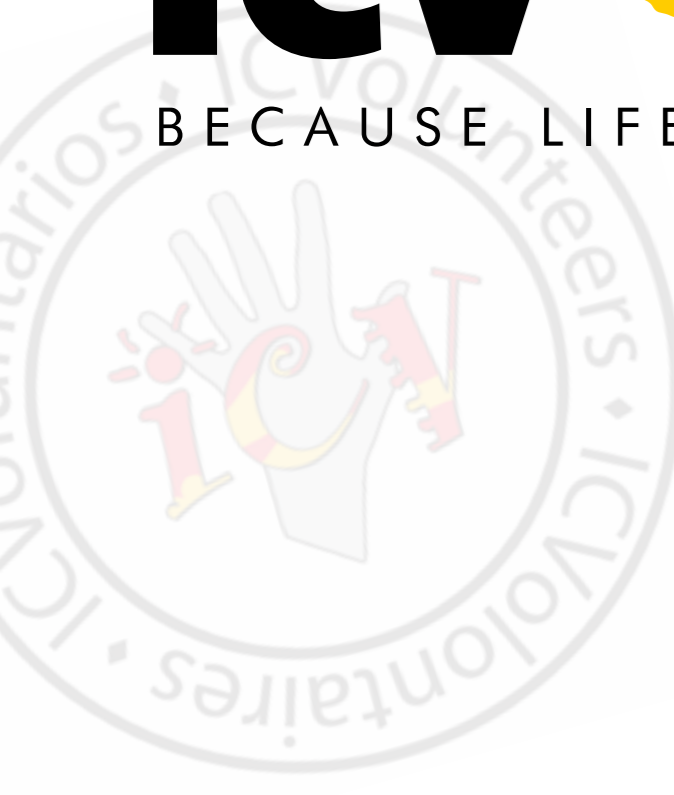
Newsletters & Blogs

A major part of working with BACK:N:BLACK is to carefully monitor what works and adapt our methods to ensure existing fans stay interested, and new fans are recruited.





BECAUSE LIFE IS HANDS-ON

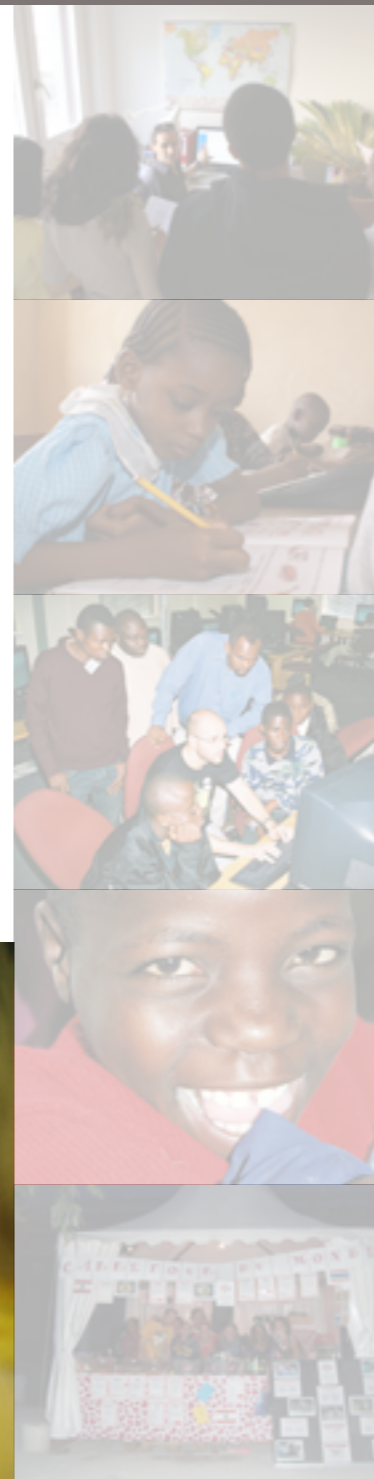


With ICV, I was often involved in training volunteers to work with the tools I helped to create. At right: Instructing volunteers of all ages during the UN Commission on Human Rights

Project Focus: International Conference Volunteers

Between 1999 and 2012, I was heavily involved in the organization, planning, management and communications work for International Conference Volunteers, a non-profit organization dedicated to connecting organizers of social and humanitarian projects with those who want to lend a hand.

For more than a decade, I served to help design and produce countless projects and brands along with their applications. From logos to websites to CDs; DVDs to printed materials; From videos to annual reports—If you can think of a project, more than likely, we produced it.

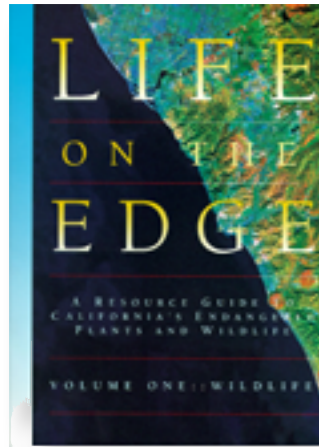


Working with an entrepreneurial group is always an exciting challenge because budgets are typically small, while ambitions are very high. Working with a start-up NGO is even more challenging, because funding is often tight, and sources of income limited.

A big part of what I did with ICV was to work with the Director to strategize cost-effective ways to reach our target audiences to provide maximum impact and meaningful results, while still leaving resources for other projects.



Creative & Technical Writing



I have helped design, illustrate and edit several books, including *Life on the Edge*, a Resource Guide to California's Endangered Plants and Wildlife. Over 600 pages long and featuring contributions from hundreds of authors, this coffee table encyclopedia was equally as challenging as it was ambitious.

In many projects, I have worked with authors, production managers and external consultants to help draft texts, choose illustrations, design spreads, and then create informative graphics that would be both eye-catching and accurate.



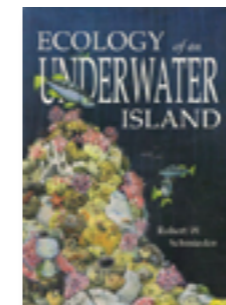
2019... The Year of the Cookbook!
Check out the whole book online: www.tinyurl.com/boxrecipes



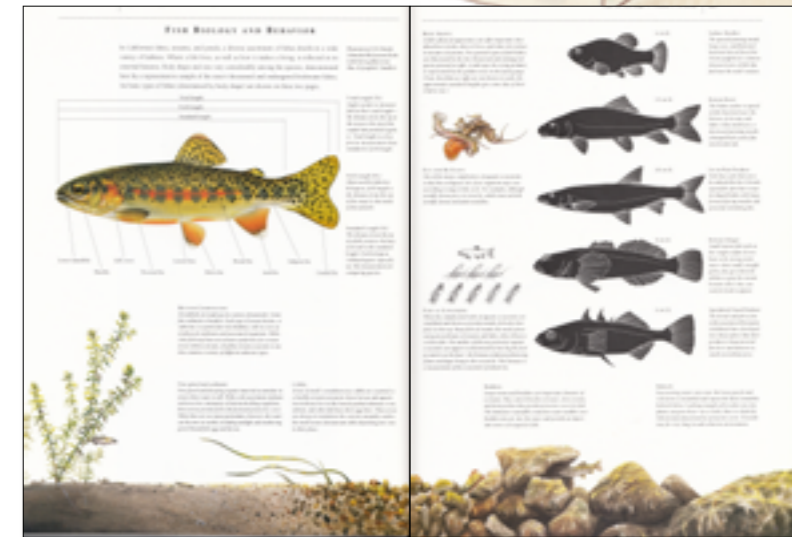
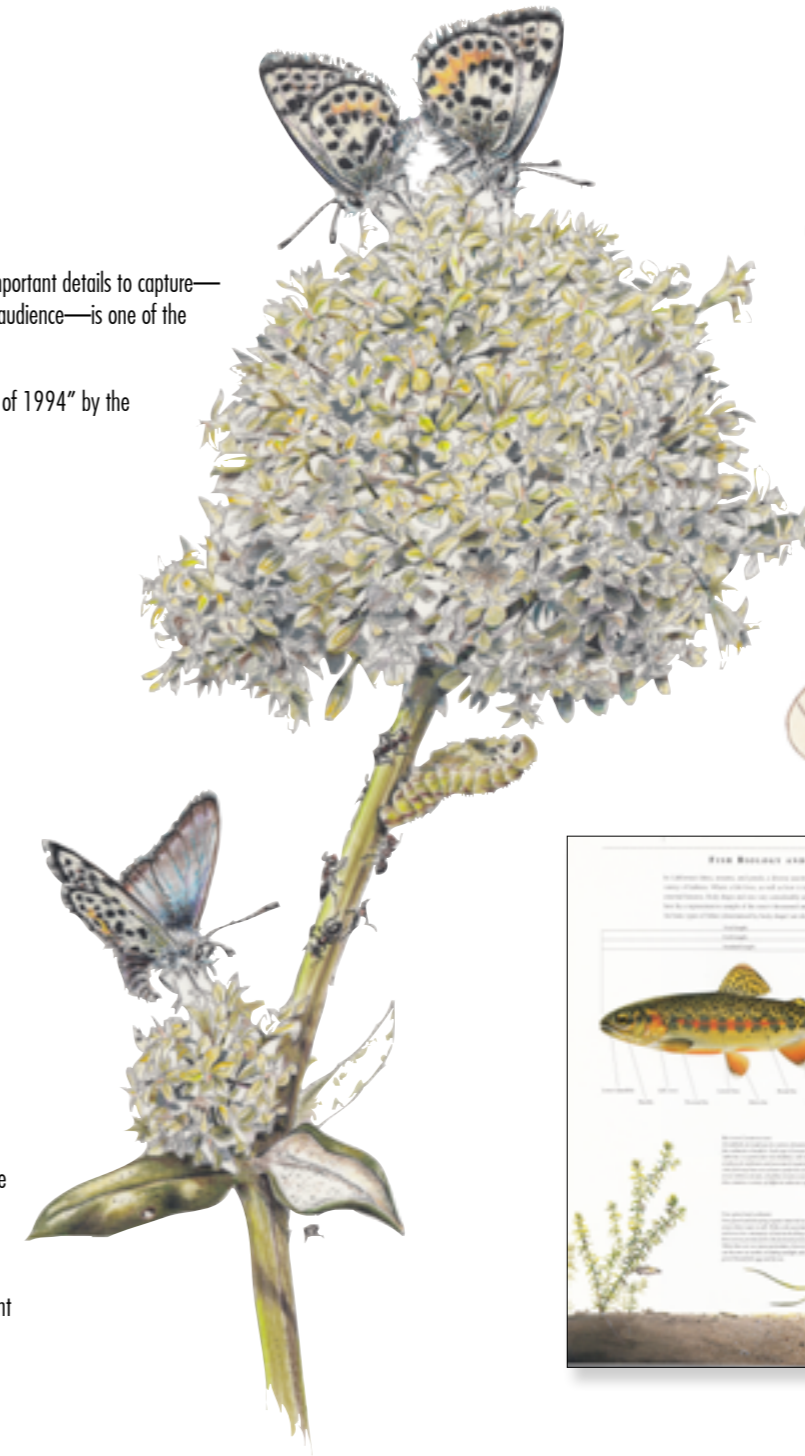
Design & illustration

Interacting with key people to understand the most important details to capture—as well as how to best communicate these the target audience—is one of the most important parts of story-telling.

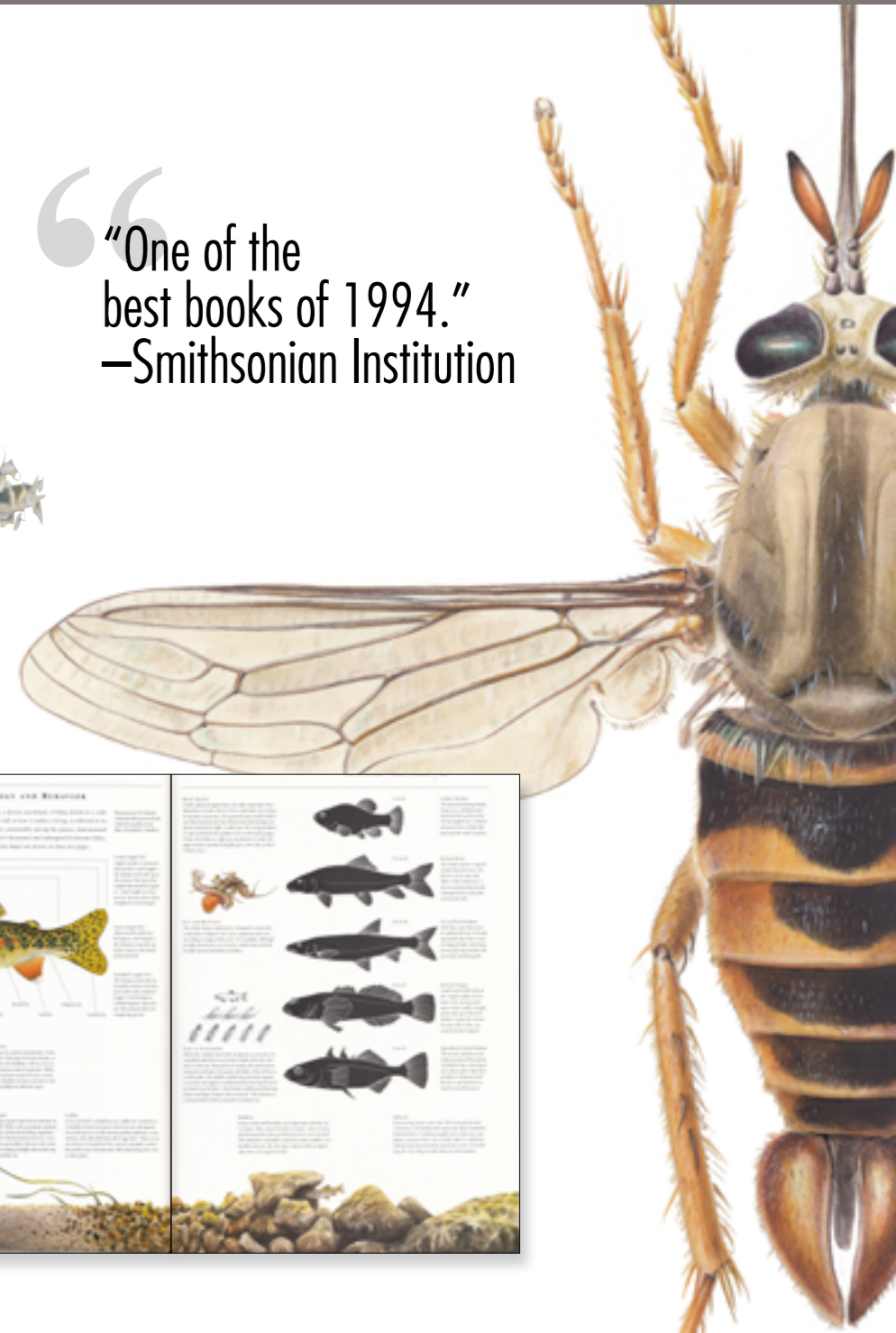
Life on the Edge was named one of the “Top 5 books of 1994” by the Smithsonian Institution in Washington DC.



I have helped produce several books on marine biology, including the cover of *Ecology of an Underwater Island*, a project now a permanent exhibit at the Oakland Museum, California.



“One of the best books of 1994.”
—Smithsonian Institution

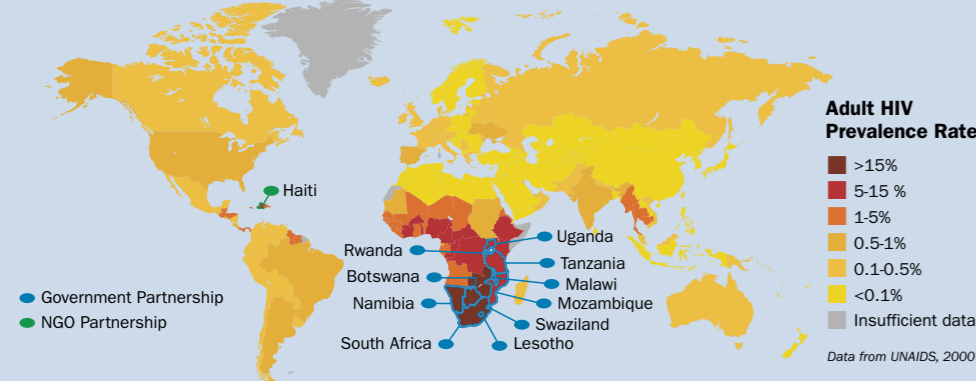


Crisis Communications

Between 2001 and 2004, I had the honor of helping design, strategize and program the world's first online HIV/AIDS medication donation programs. Working in partnership with Axios International, I designed both the front-end and the back-end of multiple websites used by pharmaceutical companies to deliver much needed medications in the developing world. These programs were responsible for 30% of Axios' revenue.

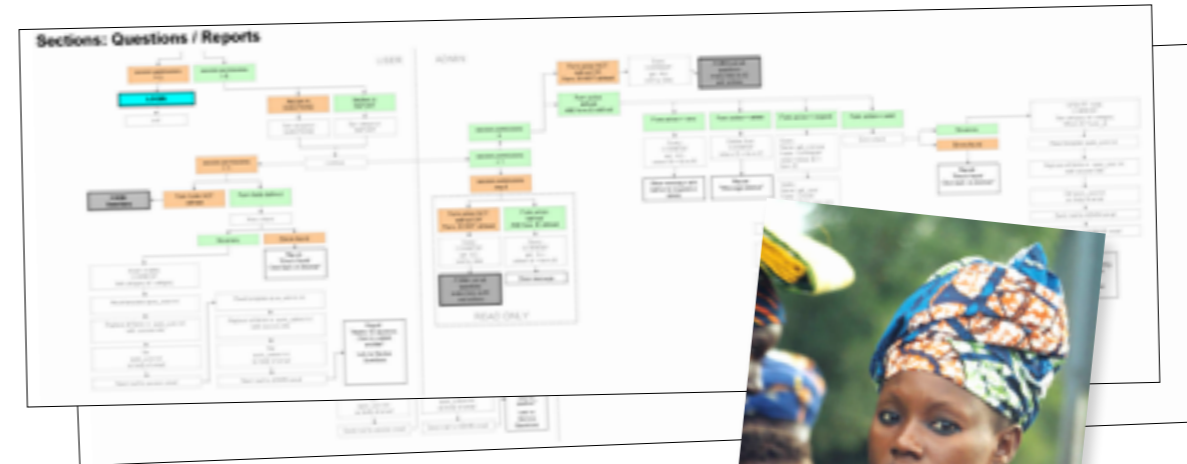


Working with high-profile and politically sensitive clients like pharmaceuticals was an excellent experience in guiding data collecting towards good results.



Solution-Finding under Pressure

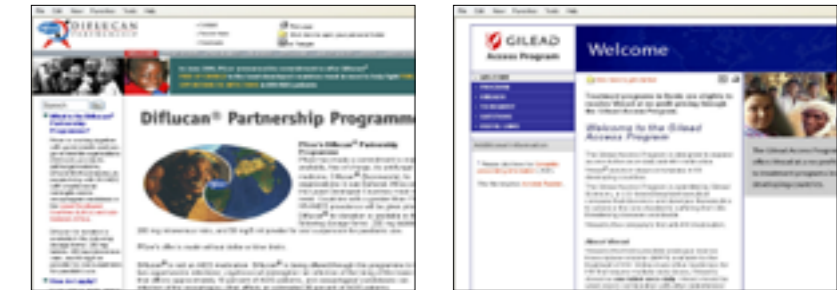
In addition to designing the program interfaces, I was heavily involved with information flow and data collection. Because of this unique perspective, I was able to suggest concrete ways to create win-win situations for not only their companies, but importantly, patients who needed the medications.



The VIRAMUNE® Donation Programme
For Prevention of Mother-to-Child Transmission of HIV-1

A big challenge with designing for potentially competing companies was to create unique sites that felt part of a family, respected corporate identities, and functioned well in the developing world—all before adaptive interfaces and smart phones were widely available.

Access to HIV Care





Catching snakes as a kid at Lake Tahoe, California

My Story

I was born in the San Francisco Bay Area and had a 70s analog childhood building model rockets, raising turtles and making stop-motion space movies. As a high school art student, I was honored to win multiple scholarships to Georgia's Savannah College of Art and Design. I combined my interests in art and science, and got a BA with honors in Biology and Environmental Studies, then a Master's equivalent in Science Illustration and Communication at the University of California at Santa Cruz.

My first official job after helping my father produce three books on marine biology was creating most of the illustrations for a 600-page encyclopedia, *Life on the Edge, a Resource Guide to California's Endangered Plants and Wildlife*, which later won a number of awards. After a short excursion into wildlife biology, I returned to visual communications, producing both scientific and graphic work, and exploring new possibilities exploding with the new World Wide Web and fast-advancing digital design tools.

Moving from America to Switzerland in 1996, I started working in communications for the Joint UN Program on HIV/AIDS (UNAIDS) in Geneva, picking up French and teaching myself the tools of HTML, web design and database management along the way.

Since 2011, I have been based in Zürich, Switzerland. Here, I have been working as a freelance visual and strategic brand consultant, helping develop everything from

websites to logos to full branding to videos. One of my more recent clients was an airport alliance whom I helped develop a full identity across traditional and social platforms, from the basic logo to the colors and fonts to be used by the company. In the end, my work instrumental in closing their partnership with EasyJet.

With music as another lifelong passion, along the way I co-founded Burrito Bookers as a fun side project. "Bubo" is a branding, promotion and communication agency for rock 'n' roll musicians. As a one-man operation, I have worked as the band's PR and booking agent, manager, social media editor, content creator, writer, graphic artist, product designer, photographer and video producer. These days, I am proud to hear they are considered the best band of their genre worldwide.



Feedback

...Randy is a natural project leader and a true creative spirit. He inspires people and teams to want to work with him.
BB Young, Founder & Manager, BACK:N:BLACK

...highly motivated, motivating and skilled person... A very creative project guy and an absolute pleasure to work with.
Dieter Streuli, CEO AAS Switzerland

...excellent professional combines technical prowess & creativity.
Jo Elizabeth Butler, Deputy Director, UNCTAD

...thinks fast, moves fast, writes well, and can seamlessly work with a broad multicultural staff... especially in programs requiring specific outcomes and on-time deliverables
Kenneth Bernard, MD
Senior Political Advisor to the Director-General
World Health Organization



Contact

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