

# RAYMOND WILLIAM KAMPF

www.raykampf.com

## EDUCATION:

Master of Fine Arts – Design/Visual Communication 2004

School of the Arts

Virginia Commonwealth University, Richmond VA

Thesis: Faux Realities      Advisor: Matt Woolman

[www.fauxtopia.com](http://www.fauxtopia.com)

Bachelor of Fine Arts - Communication Design 1986

Kutztown University, Kutztown PA

## PROFESSIONAL EXPERIENCE:

Freelance Communication Designer 1993 – 2007

Partial Client list:

Paramount Studios, Los Angeles CA

- Currently working with the Licensing Group on overseas branding projects
- Created various graphics for themepark attractions

The Disney Channel, Los Angeles CA

- Designed and developed on-air graphics for various station identification spots

Café Tu Tu Tango, Toronto ONT, Atlanta GA, Los Angeles CA, Orlando FL

- Continued the development of the look and feel for this chain of themed restaurants
- Created the interior space, graphics and signage
- Oversaw the construction and implementation of all show aspects
- Worked with operations, marketing and merchandising to ensure consistency of theming

Hard Rock Café, Orlando FL

- Developed various marketing collateral
- Redesigned the menu and point of sales graphics

Universal Studios, Orlando FL

- Created specialty graphics for Men In Black Alien Attack attraction
- Created specialty graphics for Coca Cola kiosks

Florida Theater Alliance, Orlando FL

- Created a logo and brand identification system

Sonny's Real Pit Bar-B-Q, Orlando FL

- Recreated new graphics and designs for a revamp of the brand identification
- Created and art directed interior design of new franchised restaurants

Staff Designer 2001

Sonny's Real Pit Bar-B-Q, Orlando FL

- Designed and themed interior/exterior signage and in-house graphics.
- Acquired and installed props while creating specialty artwork and wall murals.
- Designed interiors through selection of furnishings and finishes

Creative Director 1997 – 1999

Café Tu Tu Tango/Creative Management Group - Coconut Grove FL

- Overall responsibility to maintain consistency in the theming and concept for this eclectic restaurant
- Created appropriate graphics for collateral ranging from ads, brochures, menus and billboards
- Designed and oversaw signage program
- Appropriated and installed props
- Designed interiors through selection of furnishings and finishes
- Worked with architectural and construction teams
- Opened restaurants in Orange County CA and Aventura FL

Art Director/Creative Director, Interior/Show/Graphic Designer 1989 - 1992

The McBride Company - Coconut Grove FL

- Worked on a team with architects, engineers, artists and contractors on the design and installation of themed environments. Projects include:

**Restaurants**

Café Tu Tu Tango Coconut Grove FL

Big City Fish Coconut Grove FL

Dick Clark's American Bandstand Grill, Miami FL

- Designed and themed interior/exterior signage and in-house graphics
- Acquired and installed props
- Created specialty artwork and wall murals

**Parks**

Biosphere 2, Tucson AZ

Dade County Youth Fair Miami FL

Miami Seaquarium Miami FL

Malibu Grand Prix and Miniature Golf Miami FL

- Oversaw the complete design and installation of signage program
- Created logos and names of exhibits as well as the exhibits themselves

**TEACHING EXPERIENCE:**

Assistant Professor 2005 - Current

Cal Polytechnic University, Pomona CA

Assistant Professor 2004 - 2005

Southwest Minnesota State University, Marshall MN

Adjunct Faculty 2003

Virginia Commonwealth University, Richmond VA

Graphic Design 5: Systems in Design

Faculty 2001 - 2002

Full Sail School, Orlando FL

Full Time Arts Instructor 1996 - 1998

Walt Disney World, Orlando FL

Part-Time Instructor 1992 - 1995

Orlando School of Visual Entertainment Design,

Orlando FL

**RECOGNITIONS:**

Menu Design 5

Judi Radice

Rizzoli International Publication Inc.

1992

Mountain Views News Magazine

Pasadena Publication

Selected art for Cover

March 2007

**PROFESSIONAL MEMBERSHIPS:**

American Institute of Graphic Artists  
College Art Association

**PROFESSIONAL and COMMUNITY SERVICE:**

Chairman and member 1999 - 2002

Orlando Mayor's Public Art Advisory Board

- Conducted monthly meeting to advise the Mayor of Orlando on allocations of city funds for the purchase of public art.
- Commissioned and invested in the Orlando Public Art Collection.

Art Director 1993 - 2002

Orlando Fringe Festival

- Created various graphics and illustrations for an annual ten day theater festival.

**PUBLICATIONS:**

The Bear Handbook

Author and Illustrator

Haworth Press

1999

The Orlando Weekly

Contributing Columnist covering the Orlando

Tourist Industry

1996 - 2000