

Andy Taray

**Designer
Entrepreneur
Creative Leader
Educator**

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Portfolio Link

Summary

A Grammy-nominated Design Leader, Educator, and Entrepreneur with extensive experience in brand development, typography, and visual storytelling. Renowned for thriving within collaborative team environments, I create cohesive design systems, shape compelling brand voices, and drive business goals across diverse industries, including corporate identity, event promotion, publishing, digital marketing, and retail.

As a creative leader and mentor, I am committed to fostering inclusive, collaborative learning environments that support critical thinking, creative exploration, and professional growth. I bring a proven record of leadership across the studio and classroom, integrating industry experience with a passion for teaching and curriculum development.

Career Highlights (2000 – PRESENT)

Chip Taylor: Yonkers NY / Grammy Nominee Best Record Packaging

Studio: Ohioboy / Art Director

- **Task:** Create a compelling packaging for career retrospective album honoring songwriter Chip Taylor.
- **Action:** Art directed and designed the album packaging, including a 32-page booklet integrating typography, archival imagery, and vintage ephemera.
- **Result:** Earned a Grammy nomination for Best Recording Package and was recognized at the awards ceremony among leading designers in the recording industry.

Viacom / Award-winning Brand Identity System

Studio: MTV Networks / Art Director

- **Task:** Lead the development of a new corporate identity system for a global media organization.
- **Action:** Directed a team of designers in building a strategic brand framework and scalable toolkit; Our in-house team was selected from thirteen studios to finalize and execute the corporate logo.
- **Result:** Delivered a refined, adaptable identity system that strengthened brand cohesion across the diverse media outlets under the brand. Including: Paramount Pictures, MTV, Comedy Central, BET, TV Land, and more.

Workman Publishing / Sesame Street: 40 Years of Life on The Street Book

Studio: Platinum Design Inc. NYC / Senior Designer

- **Task:** Design a large scale publication celebrating Sesame Street's 40-year cultural legacy.
- **Action:** Designed the cover and 300+ interior pages; collaborated with *Sesame Street Workshop* and the Workman editorial team to organize a large-scale photo archive; and art directed on-set photography during a live *Sesame Street* taping.
- **Result:** Produced the first official behind-the-scenes book, delivering a cohesive and historically rich visual narrative.

Teaching Experience (2001 – PRESENT)

School of Visual Arts, New York - Adjunct Professor

- Developed undergrad curriculum for junior year students specializing in Typography and Layout
- Co-created graduate-level curriculum with the Chair of SVA, Richard Wilde
- Developed an experiential branding course guiding students through end-to-end event promotion—from concept development and full rebranding to final asset creation across print, signage, web, and social media. Students were required to work under budget and within strict time constraints.
- Collaborated with design studios and in-house creative studios to give students problems to solve complex business and customer needs through research-driven methods. Students worked in class to develop solutions to present to individual studios.
- 95% of graduates are currently working in a design or product-related role

Kent State University - Adjunct Professor

- Created level-three curriculum for junior year students specializing in advanced level design and typography. Students worked closely to explore the grid. Pushing boundaries and experimenting within the structure of the layout.

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- Worked closely with students to advance their portfolio development with continued emphasis on grid structure and welcoming experimentation and exploration.
- Students worked to develop an end-to-end corporate identity case study, from concept development to final execution. Heavily focused on research and market placement.

Kent State University / The Kent Blossom Art Intensives (KBAI) Instructor

- Developed intensive two-week summer workshop as part of the *The Kent Blossom Art Intensives*.
- The intensive residency was focused on grid and typography exploration in an in-depth studio-style course. Each student was given a strict set of elements (One Typeface, 3 Colors, one poster size) to create a poster series promoting tourism for a select region within the United States.

Kent State Internship Program / OhioBoy Art & Design

- Founded and led our internship partnership with Kent State University's Visual Communication Design program. (est. 2007)
- Mentor 3rd and 4th-year design students through immersive, real-world studio experiences
- Provide direct exposure to client work, collaborating alongside the Creative Director from concept through final delivery and playing an integral part of the process.
- Guide interns in developing original design solutions, encouraging independent ideation within project parameters.
- Offer one-on-one mentorship focused on interpreting creative briefs, strategic thinking, and client communication.
- Equip students with refined portfolios and practical skills to support successful transition into professional opportunities upon graduation based on their individual goals.

AIGA / Student Screenprinting Workshops

- Created a screenprinting workshop for AIGA to teach students the basics of screenprinting, studying various inks, fabrics, materials, and print techniques.
- Workshop was designed to give students the chance to introduce their own printing into their project development process. The goal was to give the students the basic knowledge to continue to explore printing for their own needs.

Akron Art Museum / Screenprinting Workshop

- Created a screenprinting workshop for the members of the Akron Art Museum.
- The workshop gave the members 4 choices for large scale pattern printing and each member worked to develop their own unique wrapping paper.

Professional Design Experience (2000 – PRESENT)

Selected design experience demonstrating applied practice, systems thinking, and cross-platform brand development.

Old Navy Imagine Mission / Project WE Campaign

Studio: Old Navy Brand Team / Art Director

- **Task:** Develop a campaign promoting diversity and cultural awareness for Latin Heritage Month.
- **Action:** Collaborated with featured artists to translate their original artwork into three distinct mini-brand systems under the Old Navy brand, building scalable assets across print and digital platforms.
- **Result:** Delivered a cohesive, culturally resonant campaign that elevated artist voices and reinforced brand commitment to inclusivity in the Latin communities.

Amazon & Seattle Marketplaces / Experiential Brand System

Studio: OhioBoy / Art Director

- **Task:** Develop a seasonal visual campaign to promote a large-scale night market in Seattle's South Lake Union.
- **Action:** Art Director for a collaborative series with Amazon's design team, producing experiential visual assets including branding, signage, wayfinding, and banners highlighting local vendors.
- **Result:** Attracted over 50,000 attendees, increasing visibility and foot traffic for hundreds of local businesses in Seattle's upcoming neighborhood.

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Curtis Institute of Music / Seasonal Campaign

Studio: Modern Good / Art Director

- **Task:** Develop a cohesive branding system for seasonal performances to attract new audiences
- **Action:** Art directed a multi-season campaign, creating a contemporary identity system supporting six uniquely branded event performances across opera, classical, and theater. Designed supportive signage, print advertising, and digital assets.
- **Result:** Increased engagement with younger audiences and contributed to a 20% rise in ticket sales in the first season.

MTV Networks / MTV Europe Music Awards

Studio: MTV Networks / Art Director

- **Task:** Promote the *MTV Europe Music Awards* to affiliate partners through a distinctive branded invitation. Create a memorable, culturally relevant invitation package reflecting Lisbon's identity and MTV's brand.
- **Action:** Art directed a limited-edition invitation featuring a custom wooden port wine crate, custom designed ceramic tiles, and printed materials inspired by local aesthetics.
- **Result:** Delivered a highly engaging, premium branded experience that elevated partner outreach and reinforced MTV's global brand presence.

Gap Inc. / Navyist Rewards Loyalty Program Rebrand

Studio: Old Navy Brand Team / Art Director

- **Task:** Rebrand *Gap Inc.*'s new subscription-based loyalty program, *Navyist Rewards*. Asked to Develop a cohesive, multi-tiered identity system to support member engagement.
- **Action:** Created new modern logo and implemented a comprehensive brand system across print, digital, email, and social platforms.
- **Result:** Contributed to the acquisition of over 20 million new members within the first year.

HiHO Brewing Co. / Brand Identity System

Studio: Ohioboy / Art Director

- **Task:** Hired to develop a distinctive, scalable brand identity system to support rapid expansion.
- **Action:** Led end-to-end design from logo concept (Hop Cardinal) through packaging, interiors, murals, apparel, website, and digital marketing assets.
- **Result:** Established a cohesive, award-winning brand presence, contributing to regional growth and multiple craft beer and packaging awards.

Elvis "The King" Book / Black Dog & Leventhal Publishing

Studio: Platinum Design Inc. NYC / Senior Designer

- **Task:** Create an oversized book celebrating the life and legacy of Elvis Presley with a compelling visual narrative that best represents the artist's cultural impact and larger than life personality.
- **Action:** Designed the cover and 300-plus interior layouts, collaborating with the *Black Dog* editorial team and *Graceland* curator to select archival image selects and direction.
- **Result:** Delivered a cohesive, behind-the-scenes publication capturing the depth and legacy of a major cultural icon.

Guest Lecturer (2000 – PRESENT)

Kendall College of Art and Design / Guest Lecturer & Student Portfolio Reviews

- Delivered a multi-day lecture series for senior BFA Graphic Design students, offering a "Professor of Practice" industry perspective.
- Presented end-to-end corporate identity case study, from concept development to final execution.
- Led group critiques and one-on-one portfolio reviews to refine students' final presentations.
- Advised students on building strong, cohesive portfolios aligned with industry expectations.
- Provided guidance on effectively presenting work in interviews and professional settings.

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Art Directors Club / Guest Lecturer & Student Portfolio Reviews

- Led one-on-one portfolio reviews to students across the country to refine their final presentations.
- Advised students on building strong, cohesive portfolios aligned with industry expectations.
- Provided guidance on effectively presenting work in interviews and professional settings.

Akron Art Museum / Guest Lecturer on Branding in the Food Business

- Participated in "Slide Jam: Snack" a fast-paced speaker series featuring 10-minute presentations from professionals across the food and beverage industry.
- Joined a multidisciplinary lineup including Farmer Lee Jones/Farming, Ben Bebenroth/Restaurant (*SPICE Hospitality Group*), Sally Swindell/Illustrator, and Noelle Celeste/Photography.
- Presented the importance of branding in launching food and beverage concepts, using real-world case studies including, *Platform Beer Co.*, *The Merchant Tavern*, *Hudson Taco NYC*.
- Demonstrated how strategic branding can be a critical driver in shaping first impressions and influencing customer engagement prior to product experience.

Entrepreneurship (2006 – PRESENT)

The Social Department / Clothing Brand

- Founded and operated *The Social Dept.*, a hand-printed screenprinting studio and apparel brand built on local pride, originality, and community connection. Over 20 years in business, developed a catalog of 400+ original designs while producing high-quality, small-batch apparel.
- Established strong local partnerships and creative collaborations, alongside growing a network of national wholesale accounts.
- Led all aspects of the business—from creative direction and product development to client relationships and operations—resulting in a sustainable, design-driven brand with long-term market presence.
- Managed a creative and operations team of five, overseeing product quality control, retail staff scheduling, wholesale fulfillment, e-commerce operations, and financial management.

Ohioboy Art & Design Co / Design Studio

- Founded *Ohioboy Art & Design Co.*, a full-service design studio led by Grammy-nominated designer Andy Taray, specializing in brand identity, marketing campaigns, experiential design, retail, apparel, and publishing.
- Served a diverse client base ranging from startups to established brands, developing cohesive and strategically aligned visual systems tailored to each client's mission and audience.
- Brought over 25 years of industry experience to deliver a broad range of services, including branding, brand strategy, illustration, and packaging design.
- Built the studio on a foundation of long-term client relationships, emphasizing collaboration, hands-on engagement, and a commitment to passion-driven projects.

Awards & Recognition

Grammy Nomination / Best Record Packaging / Chip Taylor: Yonkers NY

- The Grammy Award for Best Recording Package is one of a series of Grammy Awards presented for the visual look of an album. It is presented to the art director of the winning album.

Communication Arts / Studio Spotlight / Stereotype Design

- *Communication Arts* studio spotlights creative workspaces, professional tools, and artistic processes. These features showcase behind-the-scenes content of artists and designers, offering insights into their creative journeys and fostering community engagement.

One Show Annual / Best Website Design (Gold Pencil) / Platinum Design Inc., NYC

- *The One Show Annual Awards* is a premier global competition recognizing creative excellence in advertising, design, and digital media. Known for its prestigious pencil awards (Gold, Silver, Bronze), it honors innovative work across disciplines like print, film, and interactive.

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Print Regional Design Annual / Design Award

- The *Print Regional Design Annual* is an annual publication and competition that showcases exceptional graphic design work from specific geographical regions across the United States. This prestigious compilation highlights the most innovative and creative design projects in areas such as branding, editorial design, packaging, and digital media.

AIGA 365 / Design Award

- The *AIGA 365 Design Awards* is an annual competition that recognizes outstanding design work across multiple disciplines. This competition celebrates the year's most innovative and impactful design projects, spanning categories like communication design, environmental design, packaging, and digital media.

Art Directors Club Annual / Best Print Promotion / Art Directors Club NYC / Getty

- The *Art Directors Club* (ADC) Awards, one of the oldest and most respected design competitions globally, honors exceptional creative work across advertising, design, interactive, and motion graphics. These awards recognize innovative and groundbreaking design achievements from around the world, with entries judged by an international panel of leading creative professionals.

Farmers Market Coalition National Poster of the Year / Hudson Farmers Market

- The *Farmers Market Coalition* and *Farm Aid* Market Poster of the year is meant to honor outstanding design work while promoting local food and community. The winners were selected from more than 500 farmers market posters from across the country, each highlighting the unique flavors, farms and events of their regions.

Press

Wired Magazine / Artist Spotlight Forty-Five Pin Project
PDN (Photo District News) / Artist Spotlight PDN Annual
Midwest Living / Feature Article on Handmade Goods
Metropolis Magazine / Artist Spotlight Feature Article
Ohio Magazine / Feature Article on Handmade Goods
New Day Cleveland / Company spotlight / Studio Tour TV Spot
Akron Life Magazine / Company spotlight / Studio Tour
+Plus 81 Magazine (Japan) / Company Spotlight Platinum Design
One Show Volume 23 / Company Spotlight
300% Cotton Book / Featured Illustration
Thrillist / Featured Product

Leadership

Downtown Cuyahoga Falls / Executive Board Design Director (2018 – 2021)

- As Design Director on the Executive Board, I contributed to the city's revitalization efforts by helping shape a more contemporary and unified visual identity for Downtown Cuyahoga Falls. My focus was on modernizing how the city presents itself—positioning it as a young, evolving community that actively supports local businesses and independent growth over national chain expansion.
- Through strategic branding initiatives, wayfinding, and improved design direction, I worked to strengthen downtown's visual consistency and community perception, supporting broader efforts to attract residents, visitors, and small business investment.

St. Sebastian School / Basketball Coach & Commissioner (2021 – PRESENT)

- As Basketball Coach and Commissioner, I built a program centered on youth leadership, discipline, and character development. Beyond coaching, I focused on creating a structured, high-quality experience that helped students grow as stronger individuals, better athletes, and more effective teammates.
- In addition to coaching, I managed 15 teams each season, overseeing practice and game schedules, uniforms, and coordinating with league officials to ensure smooth operations. I emphasized vision, accountability, and team culture while working with each student individually—meeting them where they are in their athletic journey and helping them build confidence, resilience, and collaboration on and off the court.

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West Akron Ligers Baseball Club / Founder & Coach (2022 – PRESENT)

- As founder and coach of the *West Akron Ligers Baseball Club*, I have built and manage a travel club focused on player development, teamwork, and competitive experience. I oversaw all aspects of team operations, including scheduling, logistics, uniforms, and game coordination.
- Beyond administration, I emphasized team bonding and culture, creating an environment where players could grow together, develop strong fundamentals, and learn the value of accountability and collaboration both on and off the field. The program is also meant to be an opportunity for everyone, the player fees are kept to the bare minimum to simply cover costs of uniforms and league fees.

Education

Kent State University / Bachelor of Arts / Visual Communication Design (1995 – 1998)

- Studied within a Swiss-influenced design curriculum emphasizing typography, grid systems, corporate identity, and well structured communication. Developed a strong foundation in systems thinking, precision, and typographic hierarchy, with an applied focus on brand development and cohesive design systems.
- The program's rigorous, detail-oriented approach to visual communication has remained central to my professional practice as a designer, creative director, and educator. I continue to draw on these principles in leading brand identity work, shaping design systems, and mentoring students in applied, real-world design thinking.

Ashland University / Art Education (Printmaking Focus) (1993 – 1995)

- Completed coursework in art education with a concentration in printmaking, developing foundational skills across contemporary print processes. Engaged in hands-on studio practice while studying systems thinking, process-driven learning, and structured creative development.
- The program's early emphasis on real-world teaching experience and applied practice significantly shaped my approach to education, studio work, and creative mentorship.

Skills

Creative Leadership / Creative Direction, Visual Storytelling, 360° Campaign Strategy, Photo Direction, Cross-Functional Team Leadership, Vendor & Talent Management, Project Management, Budget Management

Design Disciplines / Typography & Layout, Brand Identity Systems, Packaging Design, Environmental Design, Spatial & Experiential Design, UI/UX Principles, Digital Marketing, Editorial & Publication Design, Print Production, Illustration, Color Theory, Interactive Design

Tools / Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat) / Expert Level, Affinity, Sketch, Procreate, Figma, Premier, Asana, Basecamp, Harvest, Slack, Airtable, Google Slides, MS365, Keynote/ PowerPoint, Shopify

Clients (2000 – PRESENT)

AIGA	GAP Inc.	Old Navy
Akron Art Museum	Guided by Voices	Pantone
Art Directors Club of NYC	Harmony Labs	Platform Brewing Co.
Austin Visitor's Bureau	Hearst Publishing	Progressive Insurance
BalletX	HiHO Brewing Co.	SEI Trust Company
Black Dog and Leventhal	Hillary Clinton Campaign	Sesame Street Workshop
BMG	Hive Research Lab	Smuckers
Boulevard Brewing Co.	ISA Architects	Sterling Publishing
Civic Center Commons of SF/CA	Legoland	Summit Metro Parks
Comedy Central	Merck	TIAA
Cosimo's Restaurant Group	Metropolis Magazine	The Smithsonian
Curtis Institute of Music	MTV Networks	The Strokes
Cuyahoga Valley Scenic Railroad	NACBA	Time Warner Books
Diamond Deli	NBC Universal	VH1
EMI Publishing	Newburgh Brewing Co.	Viacom
ESPN	New York Magazine	Waterloo Records
Gannett	Nickelodeon	Workman Publishing