



Doug Mayfield

Creative design with a collaborative spirit and discerning eye

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WORK EXPERIENCE

RH Aero Systems / Rhinestahl Corporation

Cincinnati, OH | March 2023 – Present

Marketing Design Specialist

- Produce animated explainer videos by interviewing technical specialists to uncover the benefits of Rhinestahl's aviation support equipment products and services, translating complex technical content into engaging storyboards, and using custom illustrations, dynamic typography, and graphic elements to deliver clear, compelling visual narratives.
- Partner with the Marketing Events Coordinator to develop tradeshow booth concepts, design presentation mockups, execute final designs, and deliver print-ready artwork.
- Lead the creation of marketing visuals through video production, photography, and graphic design, while maintaining and updating the Rhinestahl website to align with evolving brand messaging and promotional needs.
- Develop the visual identity and brand elements for RH Aero Systems, a new company formed following Rhinestahl's acquisition of German company HYDRO Systems.
- Assist in updating PowerPoint presentations to meet brand standards and enhance messaging with infographics, iconography, and other design elements.
- Generate dynamic QR codes with UTM parameters to track metrics and performance of marketing materials.
- Coordinated video interviews with three employees who served in the military, and edited footage to highlight their service, their roles within the company, and Rhinestahl's support for veteran causes.

Varsity Spirit

Memphis, TN (Remote from Cincinnati, OH)
April 2022 – November 2022

Freelance Graphic Designer and Art Director

- Helped develop style guide for cheerleading catalog.
- Mocked up layouts with placeholder photography.
- Developed concept for the shoe section of the catalog.
- Travelled to Dallas, Texas to provide art direction for both product and model photo shoots.
- Styled products and worked alongside the photography team to complete shots.
- Designed layout comps and visual mockups to guide Premedia Artists on final photography placement and styling.
- Ensured layouts were completed, content was approved, and final files were print-ready.

Grandin Road

Cincinnati, OH | April 2016 – August 2020

Production Graphic Designer

- Mocked up design options for covers and layouts, placed copy and photography, prepared and printed layouts for reviews, distributed proofs, and verified final files were print-ready.
- Reformatted InDesign style sheets and created style guides.
- Met deadlines in a fast-paced work environment.
- Designed media lookbooks, direct mail, digital assets, in-store signage, logos, product tags, and instructional illustrations.
- Refreshed the design of print materials placed in customer packages, helping drive sales through exclusive offers.
- Redesigned marketing collateral for a private label credit card and partnered with the Marketing Manager and Developers to implement new designs across print and digital channels.

614 Media Group

Columbus, OH | April 2011 – December 2015

Lead Designer

- Designed compelling covers, editorial layouts, custom illustrations, and advertisements for a variety of publications focused on lifestyle, food and drink, fitness, and student life.
- Developed and executed marketing campaigns for Restaurant Week Columbus and ColumBEST voting promotions.

EDUCATION

School of the Art Institute of Chicago (SAIC)

Chicago, IL | August 2006 – May 2008
Bachelor of Fine Arts in Visual Communication

The University of Cincinnati College of Design, Architecture, Art, and Planning (DAAP)

Cincinnati, OH | September 2003 – May 2006

PROGRAMS

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Microsoft Office, and WordPress

SKILLS

Graphic design, print design, editorial design, typography, marketing, social media management, video production, video editing, motion graphics, environmental graphics, logo design, user interface design, advertising, illustration, and photography