

# Roland K. Lasher

**Roland Lasher, RSL Design, Home Studio / Gallery: Consultant / Executive Creative Director / Designer**, a pioneer and visionary in the industry. Believing in the unlimited possibilities of the imagination, Lasher's unique talent has produced a portfolio that exemplifies his success and depicts the unprecedented creative standards only achieved, by those who dare to believe that the only acceptable result is perfection. *To contact Roland Lasher call 616.450.2357 or New Web Site is Under Construction [www.RSLdesigngroup.com](http://www.RSLdesigngroup.com)*

## CAPABILITIES INCLUDE:

- Corporate Identity
- Creative Consulting
- Interior Design / Build Out
- International Clients
- Hotel Marketing Campaigns
- Trade Show
- Photography
- Illustration
- Manufacturing
- Package Design
- Product Line Development
- Research & Development
- Restaurant / Lounge Promotion / Build-out
- Retail Promotion / Build Out
- Sports Marketing
- Web Design
- Small Business Corporate Makeover

**Pioneered computer design, production and special effects 1985-2018**

## CAREER HIGHLIGHTS

### *CEO / Executive Creative Director / Designer / Consultant*

As a CEO/Director of Design/Designer/Consultant for over 30-plus years, Lasher has led the creative development and production of multiple marketing campaigns for 44 world markets. Experience, expertise, talents includes:

- The development, direction, and motivation of a unique creative team of over forty artists, designers, and photographers to develop marketing-support programs, while setting corporate graphic and photographic standards, for both domestic and international markets.
- The ability to blend diverse talents and extensive creative capabilities to create award winning photographic and audio-visual techniques, using the latest cutting-edge, state-of-the-art computer and photographic technologies.
- The production of major design and marketing projects for many diverse industries such as: automotive, aerospace, food service, personal and home care products, pet food, cosmetics, pharmaceutical, transportation, sports marketing, and many others.
- Extensive creative direction on location of model, table top and special effects photography, graphic design, pre-press and print while creating and developing many long-term vendor relationships across the country, directing over 5-million dollars of photography, art and set design.
- Resource Consultant, Creative Director, Designer for several of the areas' top advertising agencies, working on National and International accounts (responsible for all special promotions and executive PR campaigns.)
- Client Projects such as corporate identity, trade and national advertising, brochures and publications, trade exhibits, fleet design, packaging, indoor and outdoor signage, sweepstakes, audiovisual programs, sales promotions and host of other marketing elements including new market launches worldwide in multiple languages.

## BUSINESS BACKGROUND

Executive Creative Director / Partner, EYZON ART Grand Rapids, Michigan

President/Creative Director, Waterfront Creative Group, Inc, Grand Rapids, Michigan

CEO/EXE Creative Director, TDS Design, Inc., Grand Rapids, MI (*rated one of the top design studios in the Country*)

Creative Director / Supervisor, Amway Corporation, Grand Rapids, Michigan

Designer, Creative Director, Art Director, J.I. Scott Company, Grand Rapids, Michigan

## AWARD WINNING CAREER:

- Interior Design Award: Okidata's Top 10 "Best Dressed" and best technically equipped design studios in the nation. 1996, Reef Collection Calendar: International Award for design, photography & printing.
- Art Directors Magazine: National Award for package design and illustration.
- Preferred Designer, Consultant, and Vendor for both International / Domestic Markets for a 4-Billion Dollar Corporation.
- 13+ Local & Regional ADDY Awards
- Interior Design Awards for: Corporate, Residential, and Small. Business from \$25,000-\$350,000.

## SPECIALIZED NATIONAL MARKETING CAMPAIGN CONSULTING / CONCEPT DEVELOPMENT

- Michcor Container Inc, Full Corporate Id/Website 2016
- Maple Ridge Cabins, LLC, Corporate Id/ Website 2017
- Allegan Storage, Corporate Identity / Website 2017
- McDonalds Restaurants "Cityscapes" 2003, & "Hallstreet Blues" 2004 *Theme Concept, Marketing Campaign, Interior Design Consulting, Grand Opening / Open House Event.*
- McDonalds Corporate: Special Promotions 2003, *i.e., Grand Rapids Hoops, GVSU, Whitecaps Baseball Team.*
- McDonalds (*tear-down/rebuild*) Complete Marketing, Campaign and Interior Design consulting. 2004
- Hotels/Resorts: Radisson, Hilton, Holiday Inn, Days Inn, Marriott, and the Thomas Edison Inn. 2002-2004
- Hotel projects included: Theme concepts & development, new market introduction, design concepts, photography, print media, logos, signage, TV, event planning for PR campaigns / open houses, consulting through renovation.

**NOTE:** In most cases, a dramatic increase in market share and profit centers resulted in an 8-22% increase in sales.