

Randy Hipke | *Biography*

Randy Hipke is a fixture in the Los Angeles design community. Much of his early notoriety was forged in the high-pressure atmosphere of entertainment design – first as an art director at Columbia Pictures, then in creative direction and design management of firms that specialized in the industry. Eventually Randy founded a series of his own firms, culminating in the current iteration, Enigma|LA.

Over the course of his career, Randy has worked with a veritable Who's Who of clients, including CBS Television, Columbia Pictures, DirecTV, Disney, Healthcon+IBM, Lucasfilm, MCA Universal, MGM, Paramount, Sony Pictures, Twentieth Century Fox, and Warner Bros.

Randy and his firms have enjoyed their share of awards. Entertainment industry design accolades have included BPME and PromaxBDA awards; and his firms have been cited by the design industry with awards from IDSA, Art Directors Club of Los Angeles as well as publication in the prestigious *Communication Arts Magazine* Design Annual.

While appreciative of the importance of awards, Randy has always stressed strategic marketing as the foundation for creative exploration. This uncommon commitment to marketing attracted clients with specific needs like Sony Television's *The Game Show Network* and Hughes Communications' *DirecTV*. His firms developed marketing strategies; advertising and collateral materials that helped launch these groundbreaking entities.

One of Randy's unique specialties has been the development of elaborate promotion kits that utilize a combination of several fabricated elements, many of which never pass through a printing press. The success of projects of this scope and complexity depend as much on management and attention to detail, as they do on their conceptual origins.

Randy graduated with honors from Arizona State University and began his professional career in Phoenix, where he rose to the position of Creative Director for a local agency. Yearning greener pastures, he relocated to Los Angeles, where his career made a sharp turn to design. Design and advertising have been inexorably intertwined throughout Randy's career. He is an accomplished copywriter in addition to an award-winning designer, and creative director.

Today Enigma|LA works with clients of all sizes, but Randy gets the greatest satisfaction working with firms on the cusp of breaking out to a new level. These are typically entrepreneur-led companies with great products or services, but that lack the resources and expertise to reach their full potential. Project scopes include corporate identity, and collateral, as well as marketing and advertising consultation.

Randy has taught and lectured on the university level, and is a former member of the professional teaching faculty at Art Center College of Design. He has served as Vice President, Education and Special Projects for the American Institute of Graphic Arts/Los Angeles and is a past President of the Los Angeles chapter of the Graphic Artists Guild, also serving on the national board.