Ryan Smythe | Senior Visual Designer

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smythedesign.com
Portland, OR

SKILLS:
branding
email marketing
graphic design
information graphics
print design
UI/UX design
video editing
visual storytelling
web animation

My passion for graphic design is driven by a desire to craft meaningful & memorable experiences. I strive to bring simplicity to complex ideas through a seasoned understanding of branding & visual storytelling. I am eager to collaborate within a diverse team of professionals while actively expanding my skill set towards emerging trends in design & technology.

EXPERIENCE:

Senior Designer | Axle Agency / Data Axle | 4/23 - present
Spearheading email, direct mail, & social media creative initiatives.

CLIENTS:
American Express
AT&T
Best Buy
Dollar Tree
Firestone
Hershey's
Hewlett-Packard
Intel
Logitech
Microsoft
Nike
Nuance
OHSU
PayPal
Providence Health
See's Candies
StubHub
Tillamook Creamery
US Bank
Visa

Senior Marketing Designer | LifeWorks NW | 1/20 - 3/23
Acted as the brand steward for the entire organization.
Designed print collateral, event branding, promotional emails, & physical signage.
Updated company brand guide & website for ADA compliance.
Produced promotional videography to enhance online storytelling.
Directed output from print & web development vendors.

Senior Marketing Designer | Food + Beverage Innovations | 4/19 - 8/19
Note: This is a startup that filed for bankruptcy.
Designed promotional collateral, signage, & ADA compliant product UI.
Co-created the company brand guide as an instrumental part of the rebranding process.
Worked with cross-functional product teams, including engineering & software.

Senior Designer | Yes Marketing | 8/12 - 4/19
Designed dynamic/responsive email campaigns, preference centers, & landing pages.
Defined visual design to support campaign strategy & business goals.
Refined department design processes & trained co-workers.
Directed output from copywriters & web developers.

Designer | XPLANE | 8/10 - 4/12
Captured & simplified complex information & processes through live drawing.
Visualized information design for print & multimedia communications.
Directed output from copywriters, illustrators, web developers & animators.

TOOLS:
After Effects
Animate
Dreamweaver
Figma
Illustrator
InDesign
Photoshop
Premiere
Sketch
WordPress
XD

Designer | Creative Center | 7/08 - 7/10
Responsible for visual design, information architecture, & front-end web development.
Shot & edited video, storyboarded, & produced motion graphics.
Scoped & managed projects, wrote technical requirements/functional specifications.

AFFILIATIONS:
AMA Portland | Email Director, Facebook Director
AIGA Portland | Chapter Historian, Networking Chair, Volunteer Chair, Web Co-chair

EDUCATION: BFA in Communication Design | Texas State University

References available upon request.