

 **Ryan Smythe**
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Skill Sets:

graphic design
digital branding
email marketing
eLearning
interactive design
information architecture
information graphics
video production
motion graphics

Software:

Photoshop
Illustrator
Dreamweaver
Animate
XD
After Effects
InDesign
Premiere
Sketch
Articulate
Captive
WordPress

Clients:

American Express
AT&T
Avon
Bank of the West
Best Buy
Dollar Tree
eBay
Firestone
Hershey's
Hewlett-Packard
Intel
Microsoft
Nike
Nuance
OHSU
PayPal
Providence Health
StubHub
Visa

Experience:

8/12 to present - Senior Designer, Yesmail Interactive, Portland, OR
Create pixel perfect email marketing campaigns based on best practices
Communicate design concepts verbally and in written form for clients
Define visual language to support brand strategy and user goals
Refine design processes, determine project scope and project timelines
Direct output from copywriters and developers

8/10 to 4/12 - Designer, XPLANE, Portland, OR
Graphic and information design for print and multimedia
Interactive design for eLearning courseware
Frequently presented to and collaborated with clients
Visually captured complex business processes and goals through live drawing
Directed output from writers, illustrators, developers and animators

7/08 to 7/10 - Interactive Designer, Creative Center, Wilsonville, OR
Interactive design, information architecture, and front-end web development
Face-to-face interaction with both internal and external clients
Shot and edited video, storyboarded and produced motion graphics
Scoped projects, generated technical requirements and functional specifications

4/05 to 5/08 - Interactive Designer, Via Training, Portland, OR
Interactive design for eLearning courseware and online training portals
Leveraged and expanded upon branding systems for Fortune 500 clients

9/01 to 4/05 - Freelance Interactive Designer, Smythe Design, Portland, OR
Creative direction, web design, front-end development and animation services
Managed client relations and expectations throughout projects
Generated project proposals and creative briefs

4/00 to 9/01 - Interactive Designer, InnoVentry, San Francisco, CA
Designed touch-screen user experience of financial service kiosks
Developed instructional animations and multimedia presentations
Generated information graphics for both animation and physical signage
Provided in-house print design and production support

Affiliations:

2016 to present - AMA Portland
Email Director
Facebook Director

2003 to 2014 - AIGA Portland
Chapter Historian
Facebook Director
Board Member
Volunteer Chair
Event Director

Education: 1999, BFA in Communication Design (cum laude) Texas State University