

Ryan Smythe | Senior Visual Designer

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503.893.4598

CLIENTS:

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

TOOLS:

After Effects
Animate
Dreamweaver
Figma
Illustrator
InDesign
Photoshop
Premiere
Sketch
WordPress

EXPERIENCE:

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

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, and physical signage.
Updated company brand guide and website for ADA compliance.
Produced promotional videography to enhance online storytelling.
Directed output from print and web development vendors.

Senior Marketing Designer | F+BI / Jevo | 4/19 - 8/19
Designed promotional collateral, signage, and 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 and software.

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

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

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

Interactive Designer | Via Training | 4/05 - 5/08
Designed UI and instructional animation for custom eLearning courseware.

Freelance Interactive Designer | Smythe Design | 9/01 - 4/05
Provided visual design, front-end web development, and web animation services.

AFFILIATIONS:

AMA Portland | Email Director, Facebook Director
AIGA Portland | Chapter Historian, Facebook Director, Volunteer Chair, dMob Founder

EDUCATION: BFA in Communication Design (cum laude) | Texas State University

References available upon request.