



# Ryan Smythe | Senior Visual Designer

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Portland, OR

## SKILLS:

branding  
email marketing  
graphic design  
infographics  
print design  
UI/UX design  
video editing  
visual storytelling  
web animation

I'm a cross-functional design generalist with over 20 years of experience, having worked for agencies, startups, and non-profits across various industries. My passion for graphic design lies in crafting meaningful and memorable experiences by distilling complex concepts into clear, impactful branding and visual storytelling. I take a holistic and collaborative approach to solving design challenges and continually strive to expand and align my skill set with emerging trends in design and technology.

## EXPERIENCE:

Senior Designer | [Axle Agency](#)/Data Axle (formerly Yes Marketing) | 4/23 - present  
Spearheading email, direct mail, and social media creative initiatives.

## CLIENTS:

American Express  
AT&T  
Best Buy  
Dollar Tree  
Firestone  
Hershey's  
Hewlett-Packard  
Intel  
Logitech  
Microsoft  
Nuance  
OHSU  
Oracle  
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, 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 | Food + Beverage Innovations | 4/19 - 8/19

*Note: This was a startup that filed for bankruptcy.*

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](#) | 8/12 - 4/19

Designed dynamic/responsive email campaigns, preference centers, and 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.

## TOOLS:

After Effects  
Animate  
Dreamweaver  
Figma  
Firefly  
Illustrator  
InDesign  
Notion  
Photoshop  
Premiere  
Sketch  
WordPress  
XD

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.

## AFFILIATIONS:

AMA Portland | Email Director, Facebook Director

AIGA Portland | Chapter Historian, Facebook Director, Web Director, Volunteer Chair, Event Director

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

*References available upon request.*