



# Ryan Smythe | Senior Designer

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503.893.4598

## EXPERTISE

branding  
design thinking  
eLearning  
email marketing  
information graphics  
print design  
UI/UX design  
video editing  
visual storytelling  
web animation

## TOOLS

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

## CLIENTS

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

## EXPERIENCE:

**Senior Marketing Designer** | LifeWorks NW, Portland, OR | 1/20 - present

Brand steward for the entire organization  
Designing print collateral, event branding, promotional emails and physical signage  
Updating company brand guide and website for ADA compliance  
Directing output from print and web development vendors

**Senior Marketing Designer** | F+BI / Jevo, Portland, OR | 4/19 - 8/19

Responsible for visual design of all physical and digital product marketing touchpoints  
Designed promotional collateral, signage, and ADA compliant product UI  
Co-created company brand guide as instrumental part in company rebranding  
Worked with cross-functional product teams including engineering and software  
*Reference: Traci Jones, Director of Marketing, 503.703.3061*

**Senior Designer** | Yes Marketing / Data Axle, Portland, OR | 8/12 - 4/19

Designed award winning 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  
*Reference: Travis Rice, Creative Director, 503.493.2603*

**Designer** | XPLANE, Portland, OR | 8/10 - 4/12

Visually simplified complex information and processes through visual thinking  
Graphic and information design for print and multimedia communications  
Created instructional animation for custom eLearning courseware  
Directed output from copywriters, illustrators, web developers and animators  
*Reference: Tim May, Associate Creative Director, 360.600.2132*

**Designer** | Creative Center, Wilsonville, OR | 7/08 - 7/10

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, Portland, OR | 4/05 - 5/08

Interactive design and instructional animation for custom eLearning courseware  
Lead teams of instructional designers and web developers

**Freelance Interactive Designer** | Smythe Design, Portland, OR | 9/01 - 4/05

Creative direction and design, front-end web development and 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