

## RYAN KENDALL

Art Direction / Creative Direction  
Digital Design

## CONTACT

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## EDUCATION

Kent State University  
B.A. Visual Communication Design

## SUMMARY

Accomplished art and design professional with exemplary performance in the media industry. Deep understanding of project visibility through collaboration, communication and leadership. Excels in fast-paced creative environments with a methodical approach to projects. Designs intentionally with innovative approaches from idea to execution.



www.ryankendallcreative.com

### Software

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Premiere  
Adobe After Effects  
Adobe XD  
Wordpress  
Wix  
Shopify  
Sketch  
Figma  
Mail Chimp  
Zoho  
InVision App  
Keynote  
Power Point  
Excel  
Word

### Focus

Concept and Design  
Digital Marketing  
E-mail Campaigns  
Social Media Campaigns  
Brand Identity Development  
Marketing Plan Development  
Strategic Development  
Content Development  
Video Production  
Wayfinding  
Customer Journey Mapping  
Case Study Development  
Qualitative Research  
Competitive Audits  
Consumer Insights

## EXPERIENCE

### InXite Health Systems | Senior Art Director

September 2017 - Current

- Craft creative graphics for social media campaigns across five websites resulting in a 500% increase in web traffic. This reduced customer acquisition cost by 26%, achieved a 63% sales increase and delivered \$20M in increased profits.
- Collaborate with sales team in producing highly influential campaign collateral resulting in contracts with the State of Ohio, University of Cincinnati and Navajo Nation totaling over \$15M.
- Conceptualize and design five dynamic customer-facing websites: InXite Health, Get Involved Campaign, MyInXite, InXite 360 and COVID-19 Global Supplies.
- Design and launch a robust philanthropic resource website providing critical information on chronic conditions, securing 200,000 back-links within 14 months with more than 25,000 unique visitors per month.
- Lead a highly collaborative team in the design and execution of all collateral, including brochures, posters, flyers, e-mail campaigns, web banners, social media campaigns, websites, interactive kiosks, promotional videos and animated information graphics.
- Use deep understanding of SEO to exponentially increase click-through rates, open rates, subscriptions, sales numbers, projections and host analytics to identify key opportunities for improvement.
- Utilize journey mapping stage model to identify goals, steps, touch-points, department assignments to track consumer habits, needs and opportunities for improvement.
- Research and implement Slack, WhatsApp and Discord to improve communications for both internal and external audiences.

### Bravura Advertising & Design | Art Director

August 2016 - September 2017

- Managed a team of seven designers responsible for developing websites and marketing materials for 3,529 Sonic stores across the US.
- Conducted interviews and led the hiring process for all design positions.
- Managed multiple projects from ideation to execution under tight deadlines.
- Mentored junior designers resulting in improved efficiencies and accuracy.
- Directed photo shoots for seasonal campaigns featuring new products.
- Designed pitch decks and influential marketing materials for sales teams.

### The Social Firm | Art Director

July 2015 - August 2016

- Led a creative team of 8 including designers, copy writers and videographers responsible for developing marketing materials for multiple clients.
- Worked to develop several mobile applications for use in Rite Rug stores.
- Collaborated with executive team on successful brand development for multiple clients.
- Designed and executed delivery of multiple ongoing e-mail and social media campaigns.
- Conducted strategy meetings, competitive audits and developed case studies.
- Designed marketing materials, websites, branding, video, mobile applications and animated information graphics for clients and their sales teams.