

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 - August 2021

- 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.
- Conceptualize and design five dynamic customer-facing websites: InXite Health, Get Involved Campaign, MyInXite, InXite 360 and COVID-19 Global Supplies.
- 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.
- Research and implement Slack, WhatsApp and Discord to improve communications for both internal and external audiences.
- 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.
- 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.
- Utilize journey mapping stage model to identify goals, steps, touch-points, department assignments to track consumer habits, needs and opportunities for improvement.

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.