

RYAN KENDALL

Art Director/ Senior Designer
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CONTACT

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EDUCATION

Kent State University
B.A. Visual Communication Design

SUMMARY

Accomplished art and design professional with exemplary performance in healthcare, retail and technology industries. Deep understanding of project visibility through collaboration, communication and leadership. Expertise in typography, layout, and color. Ability to work on multiple projects at once and to meet deadlines daily in a team-oriented environment. Strong understanding of best practices for social, digital, and print. Proven ability to develop integrated campaign and executional concepts across channels. Designs intentionally with innovative approaches from idea to execution.



SOFTWARE

Illustrator
InDesign
Photoshop
Premiere
After Effects
Adobe XD
Sketch
Figma
Cinema 4D
Google Sketchup
Google Analytics
Wordpress
Wix
Shopify
Mail Chimp
Constant Contact
Zoho
InVision App
Keynote
Power Point
Excel
Word

SKILLS

Concept and Design
Creative Problem Solving
Strategic Thinking
Proactive Listening
Qualitative Research
Competitive Audits
Consumer Insights
Marketing Plan Development
Content Development
Case Study Development
Brand Identity Development
Brand Positioning
Customer Journey Mapping
E-mail Campaigns
Social Media Campaigns
Video Production
Presentations

EXPERIENCE

Precision Effect | Art Director

December 2021 – Current

- Flows and re-flows layout, resizing art, version campaigning, concept and logo execution, and creating presentations that are clean, engaging and dynamic.
- Research and develop conceptual graphic designs and/or illustrations for assigned projects and submits to Creative Director for internal review.
- Assist on new business pitches and special projects as needed.
- Present work to clients and provide insight to all things design and production.

InXite Health Systems | Senior Art Director

September 2017 – November 2021

- Craft 360° marketing campaigns across five brands resulting in a 500% increase of market share in the healthcare space. Reduced customer acquisition cost by 26% and achieved a 63% sales increase that 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, Navajo Nation and Value Health totaling over \$25M.
- Lead a highly collaborative team of five in the design and execution of all collateral, including brochures, posters, flyers, e-mail campaigns, web banners, social media campaigns, websites, promotional videos and animated information graphics.
- Participate in client and internal creative review meetings professionally and passionately presenting the department's work, persuasively explaining design rationale to non-designers, collecting, and absorbing feedback and offering solutions.

Bravura Advertising & Design | Art Director

August 2016 – September 2017

- Managed a team of seven designers responsible for developing websites and marketing materials for Ohio Health, Lane Bryant, Levis and Sonic Automotive.
- Concept and art direct creative campaigns across multiple digital and print mediums including mobile, website, TV, digital marketing, direct mail, video, events.
- Develop and oversee visual direction for content including live action & motion graphics via storyboards / moodboards / style frames.
- Delegated appropriately to develop others, balance workload and effectively manage time, and take full responsibility for top quality of deliverables within timelines.

The Social Firm | Art Director

July 2015 – August 2016

- Led the work for future e-commerce needs - from building new experiences to leading their further development - as well as expanded the digital/experiential work in the Direct-To-Consumer retail program for Rite Rug stores.
- Translate words and ideas into high caliber conceptual designs that engage, enlighten, and inspire the end user, maintaining campaign and brand continuity and interactive usability.
- Led a creative team of five including graphic designers, copy writers and social media strategists responsible for developing marketing materials for Alliance Data, Ohio State University, Marion Technical College, and Franklin University.