

Objective

Use my 23+ years of branding, design and teaching experience to enrich and inspire the lives of students at the university level. Help students develop a strong concept and sense of design and professional branding principles. Motivate students to use their talents to become the best designers possible.

Biography

A native of Marion, Indiana, Ryan cultivated his love of art early on. Whether it was drawing his favorite Super Friends characters, spending hours building with Lego or redesigning the logos of MLB teams, he often could be found creating something as a child. He graduated from Indiana Wesleyan University in 2001 with degrees in Graphic Design and Photography. His specialties include branding, creative design, marketing strategies and web interactive.

Ryan has pent 22+ years as a designer and creative director on thousands of diverse projects. He has worked with major brands such as Nike Golf, Adidas, The North Face, Merrell, Lands' End, Delta Faucet and Ruth's Chris to name a few. Ryan's work has been featured in several design publications. His experience in the corporate and agency environments, as well as owning a successful branding+design firm, has equipped him with a firm understanding of how the design industry works and what it takes to be successful. Ryan wants nothing more than to enrich and inspire the lives of his students and motivate them to becoming the best designers possible.

When not sitting behind his computer designing, Ryan loves spending time with his family. He and his wife have three daughters and a son. He is also passionate about coaching basketball, soccer and baseball, as sports have always been a big part of Ryan's life. He currently resides in Noblesville, Indiana.

Academic Experience

Instructor - Indiana Wesleyan University

2022 - Present

Responsible for teaching and mentoring students as a professor and coordinator of the graphic design program.

Courses Taught:

DES-101 Fundamentals Design Studio

This course provides freshman design students with an introduction to critical design concepts and methods representative of creative practice across all design disciplines.

DES-201 User Experience Design

This course is designed to introduce students to the theory, field, and practices of user experience design. The content will focus on designing for the user in a variety of screen-based contexts such as websites, mobile and web applications, design systems, and other environments, incorporating research, process, testing, rapid prototyping, and iterative design.

DES-251 Making Meaning

In this course, introduces students to the skills, methods, and theory involved in the creation and use of semiotics (icon, index, symbol) and visual rhetoric as modes of visual expression within visual communication (graphic design).

DES-252 Advanced Typography

In this course, students continue the development of typographic knowledge and extends beyond basic vocabulary to a deeper understanding of more complex visual communication problems.

DES-302 Identity Design Studio

In this course, students focus on the robust development of visual identity and branding as an integral part of professional practice. Students learn strategic marketing methods, theories, and professional implementation practices.

DES-351 Service & Research Design

In this course, students examine critical approaches pertinent to the profession of design today through research in order to produce relevant and meaningful visual communications solutions.

DES-451 Design for Social Entrepreneurship

In this course, students will apply best practices, strategies, and design thinking to solve for a human-centered design problem. Empathy-driven research will inform design decisions and a case study will also be completed at the end of the semester.

Adjunct Professor - Indiana Wesleyan University

2003 - 2007

Responsible for teaching and mentoring students as an adjunct professor.

Courses Taught:

Intro to Computer Graphics - 273 & 373

This course was designed to introduce students to graphics-oriented computer hardware and software. This course stressed knowledge of design and how to optimize design skills on the computer. Projects were geared towards the graphic design major and utilized the programs Illustrator, Photoshop and InDesign.

Advanced Computer Graphics/Branding - 473

This course gave the advanced graphic design student freedom to develop design projects to enhance their portfolio's. Projects were geared towards the rebranding of a certain business and focused on brand development.

Professional Experience

Principal/Creative Director - RMD

2006 - Present

Responsible for design and creative direction of marketing collateral, logos and website designs. Other duties include brand development, project management, budgeting, vendor relations, managing teams of designers, campaign concepting and copywriting.

- Major clients worked for include Ruth's Chris Steak House, TCC, KPaul, eGov Strategies, Mesa Medical, IMMI, City of Noblesville, US Sports Advisors, Preferred Global, INDOT

Web Designer - CORE Business Technologies

2020 - Present

Responsible for design and build-out of all municipality and county client websites. Other duties include meeting with production and design teams in various locations as well as client communication.

Art Director - MediaSauce

2005 - 2006

Responsible for the design and art direction on clients' websites. Other duties included team management and photo direction.

- Major clients worked for include Butler University, Indianapolis Arts Council, Ice Miller, Rehabilitation Hospital of Indiana, Suros Surgical and the Indiana Repertory Theater

Art Director - MillerBrooks

2004 - 2005

Responsible for the concept and production of advertising, flash presentations, tradeshow graphics and marketing material.

- Was the lead art director on clients such as Delta Faucet, Mar-Flex, Oakridge Solutions, Typar Housewrap and Applied Engineering.
- Artwork displayed nationwide in trade magazines, big box retail outlets and direct mailings.

Senior Designer - Galyans Sports & Outdoor

2002 - 2004

Managed in store promotional material as well as concept and design of Galyans private label branding.

- Worked directly with major sports and outdoor brands such as Nike Golf, Adidas, The North Face, Merrell, Taylor Made and many more.
- Was the lead designer on all store marketing collateral, promotional material, advertising, store signage and bi-yearly magalogs.
- Art directed photo shoots for multiple projects including winter and summer magalogs, store signage, magazine advertising, billboards and other marketing material.
- Artwork displayed in 50+ markets and in over 70 stores nationwide.

Education

Indiana Wesleyan University

1997 - 2001

Bachelor of Science Degrees:

Graphic Design & Photography

Kutztown University (In Progress)

2023 - 2026

Master of Fine Arts:

Communication Design

Professional Skills

Proficient in Adobe Creative Suite
Proficient in multiple web design platforms
Proficient in film, digital & commercial photography
Strong understanding of design process and theory
Strong understanding of typography
Strong understanding of color theory
Knowledge of the traditional press & digital printing process
Understanding of design and production process for client based projects
High level of experience leading and directing design teams for client based projects

Associations

AIGA of Indianapolis
Noblesville Chamber of Commerce
Fishers Chamber of Commerce

Published Work

Jaffe Financial Services Branding
Logo Lounge Master Book 3
NatureScape Outdoor Branding
Logo Lounge Book 6

Personal References

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Committees & Panels

AYS Board Member
2007 - 2010: Marketing Advisor
IUPUI Small Business Marketing Summit
2008: Speaker & Panel Discussion
The Art Institute of Indianapolis Portfolio Review
2010: Guest Critic & Speaker
IWU Design Club
2011: Guest Speaker
Six Points Church Awana
2012 - 2017: Program Co-Leader
IWU Advertising & Marketing Class
2013: Guest Speaker & Presenter
Six Points Church Capital Campaign
2016: Design & Marketing Advisor
Noblesville High School Web Design Class
2016/17: Guest Speaker & Presenter
IWU Senior Seminar
2017: Guest Speaker & Presenter
Marion Easter Pageant
2018 - Present: Design & Marketing Advisor
Heritage Christian School AP Art Class
2022: Guest Speaker & Presenter
IWU Senior Portfolio
2022: Guest Speaker & Presenter
IWU Art+Design Division Creative Research Group
2022 - 2023: Participant
IWU Art+Design Division Marketing Committee
2022 - Present: Participant
IWU Art+Design Division
2022 - Present: Graphic Design Program Coordinator
IWU Art+Design Division
2022 - Present: Director of The Foundry