



DesignBrass

JOHN RYAN
2017 Resume

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Imagination is the beginning of creation. You
imagine what you desire, you will what you
imagine and at last you create what you will.

~George Bernard Shaw



DesignBrass

John A. Ryan

UX Director
Creative Director
Motion Artist
Inspiring Leader
Brand builder
Social Fanatic
Avid Gamer



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DesignBrass.com



EPSILON

2012-2017

DIGITAL EXPERIENCE BUILDER

As a User Experience Director, Visual Designer, Motion Artist, Inspiring Leader, Process builder, Social Marketing Fanatic, Avid Gamer, I translate client keep points of interest into optimal usability flows and creative. As a digital creative, I have 18+ years experience crafting the taxonomy, user experience, digital eco-system, concept, visuals, animation, and strategy for Fortune 500 brands. Leading digital experiences for agency and client-side teams that combined UX/UI, multi-cultural, creativity, strategy, social, motion, and user-centric thinking skills to create innovative and award-winning work for each company.

DIGITAL EXPERIENCES THAT DRIVE USER ENGAGEMENT.

I grew up imagining amazing worlds, from the first time I played a video game. My digital education began in the halls of Castlevania. The game inspired me to draw, dream, and design. By transporting the user into a whole new world of possibilities, experiences, and touchpoints, I draw a lot of my creativity and ideation from the gaming universe. I am able to apply that same exhilaration you feel to a brand experience.

I have a passion to inspire, share knowledge, mentor, listen, and learn from all those around me. Helping to develop talent and create the most positive creative environments.

AGILE DESIGN PROCESS FOR RAPID INNOVATION.

Discover, Ideate, Prototype, Deploy, Learn, Adapt. In the hyper-accelerated world of digital we have to be completely agile. Researching user behaviors, prototyping experiences in device, learning from the data, and adapting the creative to increase engagement. My clients have included Martell, Fed-Ex, Nationwide, Oliver Stone, Warner Bros., AT&T, Honda, State Farm, McDonald's, Coca-Cola, Burrell, Dale Earnhardt Jr., LEGO, Paramount Studio, Irvine Company and many others. My work has received multiple awards and achievements with my proudest being, "the designer" clients and co-workers come to for fresh ideas and inspiration.

PROFESSIONAL EXPERIENCE

DIGITAL CREATIVE DIRECTOR

Leading multiple teams and projects creating experiences in digital, branding, social, mobile, advertising, and motion. Helped introduce and champion a video motion graphics discipline. Produced and animated digital videos for new pitch, social and internal presentations. Built a group social page to have creatives around the globe share what motivates and inspires them. Collaboratively raised the design standard for quality across all customers experience web, mobile, and social.

Clients: Fed-Ex, AT&T, NFL, American Express, GE Capital, Honda, Martell, State Farm, Ford, Irvine Company Apartment Communities, Bombay Sapphire, Allstate, Pepsi, Auto Nation, Chivas, and more.

New business won: Fed-Ex, Honda, Kia, GE Capital, Olive Garden, 24/7 Workout Anytime, John Hancock, Cazadores.



EPSILON

2012-2014

ASSOCIATE CREATIVE DIRECTOR

Managed and worked with senior level creative team of art directors, multi-cultural marketers, writers, and user experience designers. Concepting creative strategy, visual design and brand development for a wide variety pitches and clients.

Clients: Fed-Ex, AT&T, NFL, American Express, GE Capital, Honda, Martell, State Farm, Ford, Irvine Company Apartment Communities, Bombay Sapphire, Allstate, Pepsi, Auto Nation, Chivas, and more.

New business won: Fed-Ex, Honda, Kia, GE Capital, Olive Garden, 24/7 Workout Anytime, John Hancock, Cazadores.

THE DISTILLERY

2012-2012

ASSOCIATE CREATIVE DIRECTOR

Working hand-in-hand with the Owner/Chief Creative Officer I established the creative strategy, executions, brand, and visual design for online advertising, web and mobile pitches and clients. Managed a freelance and in-house team of developers, writers, and art directors.

Clients: Oliver Stone, Warner Bros., Paramount Pictures, Relativity, RISE Interactive, Chuggington TOMY.

New business won: Oliver Stone, Savages (Facebook App), NYE Resolution (Facebook App), RISE Interactive.

MANIFEST DIGITAL

2012-2012

ASSOCIATE CREATIVE DIRECTOR

Managed a high level interactive squad who created the digital strategy, flash games, user experience, executions, flash animation, concepting and visual design for web, mobile, and advertising.

Clients: LEGO, Mattel, Bally's Total Fitness, SEARS, Yoo-Hoo & Friends

New business won: Lego HEROICA, Lego STAR WARS, SEARS Your Way Rewards, Yoo-Hoo & Friends, Barbie WOW, Barbie Life in the Dreamhouse.

UNCOMMON THINKING

2002-2011

ASSOCIATE CREATIVE DIRECTOR

Directed, managed, and consulted high level entertainment clients creating their digital strategy, brand guidelines, visual design, and animation. Won multiple FWA site awards for our flash designs.

Clients: Grand Touring Vodka, Duke Mens basketball, Danica Patrick, Tiger Woods, Lance Armstrong, Dale Earnhardt Jr., Pete Sampras, Andre Agassi, Coach John Wooden, Scott Dixon, Mario Andretti, Jenny Finch, and more.

New business won: Duke Mens basketball, Danica Patrick, Tiger Woods, Lance Armstrong, Dale Earnhardt Jr., Pete Sampras, Andre Agassi, Coach John Wooden, Scott Dixon, Mario Andretti, Jenny Finch, Grand Touring Vodka and more.



EDUCATION

Illinois Institute of Art – Studied Multimedia Arts & Animation