Ryan Smythe | Senior Designer

ryan@smythedesign.com
503.893.4598

EXPERTISE

branding
design thinking
eLearning
email marketing
information graphics
print design
UI/UX design
video editing
visual storytelling
web animation

TOOLS

After Effects
Animate
Articulate
Captivate
Dreamweaver
Illustrator
InDesign
Keynote
Photoshop
Premiere
Sketch
WordPress
XD

CLIENTS

American Express
AT&T
Best Buy
Dollar Tree
Firestone
Hershey's
Hewlett-Packard
Intel
Logitech
Microsoft
Nike
Nuance
OHSU
PayPal
Providence Health
StubHub
US Bank
Visa

EXPERIENCE:

Senior Marketing Designer | LifeWorks NW, Portland, OR | 1/20 - present
Responsible for visual design of all physical and digital marketing touchpoints
Designing print collateral, event branding, promotional emails, and physical signage
Updating company brand guide and website for ADA compliance
Directing output from various external vendors

Senior Marketing Designer | F+BI / Jevo, Portland, OR | 4/19 - 8/19
Responsible for visual design of all physical and digital product marketing touchpoints
Designed promotional collateral, signage, and ADA compliant product UI
Co-created company brand guide as instrumental part in company rebranding
Worked with cross-functional product teams including engineering and software
Reference: Traci Jones, Director of Marketing, 503.703.3061

Senior Designer | Yes Marketing, Portland, OR | 8/12 - 4/19
Designed award winning email campaigns, preference centers and landing pages
Defined visual design to support campaign strategy and business goals
Refined department design processes and trained co-workers
Directed output from copywriters and developers
Reference: Travis Rice, Creative Director, 503.493.2603

Designer | XPLANE, Portland, OR | 8/10 - 4/12
Visually simplified complex information and processes through visual thinking
Graphic and information design for print and multimedia communications
Created instructional animation for custom eLearning courseware
Directed output from copywriters, illustrators, developers and animators
Reference: Tim May, Associate Creative Director, 360.600.2132

Designer | Creative Center, Wilsonville, OR | 7/08 - 7/10
Visual design, information architecture, and front-end web development
Shot and edited video, storyboarded and produced motion graphics
Scoped and managed projects, wrote technical requirements/functional specifications

Interactive Designer | Via Training, Portland, OR | 4/05 - 5/08
Interactive design and instructional animation for custom eLearning courseware
Lead teams of instructional designers and web developers

Freelance Interactive Designer | Smythe Design, Portland, OR | 9/01 - 4/05
Creative direction and design, front-end web development and animation services

AFFILIATIONS:

AMA Portland | Email Director, Facebook Director
AIGA Portland | Chapter Historian, Facebook Director, Volunteer Chair, dMob Founder

EDUCATION: BFA in Communication Design (cum laude) | Texas State University