




# Ryan E. Pfeiffer

## UI/UX Designer

 RPfeifferCreative.com

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 206.650.4749

 Edmonds, WA

## UI/UX Skills

- Wireframing
- Prototyping
- Iconography
- Mockups
- Style Guides
- Usability Testing

## Related Skills

- Illustration
- Identity Design
- Marketing Campaigns
- Print Design
- Packaging Design
- Apparel Graphics
- Web Design

## Software Tools

- Sketch
- InVision
- Photoshop
- Illustrator
- InDesign
- Word

## Education

**UI Design Certification** | Career Foundry

**AA Degree Graphic Design** | Shoreline  
Community College, Shoreline, WA

## Professional Profile

Results-driven UI designer with extensive experience in multimedia, marketing and print design. Passionate and inventive creator of user-centric design strategies and award-winning campaigns that increase brand loyalty and engagement.

## Professional Experience

**ALWAYZ ADVERTISING** | Edmonds, WA, 2005 – Present

### Senior Visual Designer | Marketing Consultant

Efficiently manage and coordinate design production from concept through completion for several clients spanning construction, music, and entertainment industries. Establish vision, conceive designs, and complete deliverables within project deadlines and requirements. Create and deliver highly persuasive sales and marketing presentations to cultivate client buy-in. Manage financial, quote / bid, and administrative factors for each project.

#### Key Accomplishments:

- Launched direct-mail campaign for contracting client's new AccuEstimation™ product; significantly boosted brand awareness resulting acquisition of four major clients valued at \$4.1M and six AccuEstimation Packages worth approximately \$150K. Received the 2019 PPAI Silver Pyramid Award in Business-to-Business Client Programs for Creative Excellence.
- Branded and produced all graphic elements including digital campaign assets and print collateral (posters, banners and merchandise) to promote inaugural Sage Creek Music Festival (2018); event attracted 500+ attendees and nearly \$50K for Burned Children's Recovery Foundation in its breakout year.
- Directed comprehensive rebrand for The HR Project: A Tribute to Howard Roberts; ensured brand consistently across CD/DVD packaging/DVD trailer and all assets used for website, social media, email marketing, posters, and merchandise. Increased Facebook engagement by 9.2K% secured media coverage in the King 5 Evening Magazine and KSER 90.7.

**FORMA** | Edmonds, WA, 2006 – 2007

### Associate Designer | Production Manager

Supported lead designer in the production of high-end signage for several hotels, hospitals, and universities throughout California and the Pacific Northwest.

#### Key Accomplishments:

- Established exceptional rapport with vendors and key clients as liaison between lead designer and fabricator.
- Effectively managed project initiatives for high-end projects for several hotels, hospitals, and universities nationwide; consistently achieved on-time and in-budget completion of all deliverables.