

# RYAN UNDERWOOD

Design Lead | Systems and Brand Strategy (Associate Creative Director)

## SUMMARY

Design System Lead and Brand Strategist with over 9 years of experience in crafting scalable design systems and enhancing brand identity. Adept at cross-functional collaboration, web design, and developing responsive strategies that elevate user engagement and satisfaction. Passionate about driving innovation and consistency in design, with a keen eye for detail and a commitment to excellence in every project.

## CONTACT INFORMATION

815.252.8044

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takenot.es

## WORK EXPERIENCE

### Design Lead – Systems & Brand Strategy (Associate Creative Director)

Alight Solutions

2022 - Present

Remote

- ↳ Design scalable systems for global branding, achieving a consistent visual identity.
- ↳ Develop brand assets and UI elements, contributing to a refreshed brand image.
- ↳ Create responsive designs, enhancing marketing campaign engagement.
- ↳ Collaborate on UI standards, ensuring cross-team alignment and efficiency.
- ↳ Manage asset libraries and maintain up-to-date resources for compliance.
- ↳ Spearheaded the design of scalable systems, ensuring a cohesive global branding strategy that enhanced brand recognition.
- ↳ Analyzed user feedback to refine brand assets, resulting in a 30% increase in user engagement across marketing campaigns.
- ↳ Developed responsive design strategies, significantly enhancing user experience and driving measurable improvements in customer satisfaction.

### Senior Art Director

CrossCountry Mortgage

2019-2022

Cleveland, OH

- ↳ Led a 10-member team to unify branding, enhancing cross-platform consistency.
- ↳ Implemented a SASS-based design system, streamlining design processes.
- ↳ Produced marketing materials, supporting executive decision-making.
- ↳ Managed large-scale email campaigns, aligning with strategic initiatives.
- ↳ Optimized design workflows for 40+ team members, boosting efficiency.
- ↳ Implemented a streamlined review process for design submissions, significantly reducing feedback cycles and improving project delivery times.
- ↳ Analyzed user engagement metrics to refine campaign strategies, leading to noticeable increases in customer interaction and conversion rates.

### Art Director and Front-End Developer

PERL Mortgage

2016 - 2020

Chicago, IL

- ↳ Led brand strategy, enhancing visual identity for 500+ employees nationwide.
- ↳ Crafted regional marketing campaigns, boosting loan officer engagement.
- ↳ Built branded landing pages, improving user experience with Jekyll/HTML/CSS and JS libraries.
- ↳ Wrote internal brand guidelines, streamlining creative processes.
- ↳ Produced marketing collateral, enhancing outreach impact.
- ↳ Led the design of engaging marketing campaigns, significantly boosting lead generation and enhancing brand visibility across multiple regions.
- ↳ Developed interactive landing pages that improved user engagement and contributed to a measurable increase in conversion rates.
- ↳ Designed visually compelling graphics that enhanced brand identity, leading to increased client engagement and project requests.

## SKILLS

- ↳ Team Leadership & Management
- ↳ Branding & Brand Systems
- ↳ Strategic Design Thinking
- ↳ Design Systems Development
- ↳ WCAG Compliance
- ↳ Email Marketing
- ↳ Process & Workflow Optimization
- ↳ Funnel Building

## TOOLS

- ↳ Figma
- ↳ Illustrator
- ↳ Photoshop
- ↳ InDesign
- ↳ Affinity Suite
- ↳ Miro
- ↳ Pen and paper

## EDUCATION

### Illinois Institute of Art – Chicago

Bachelor of Design | 2010 – 2013