






RYAN LEWIS

Sr. Graphic Designer

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PROFESSIONAL SUMMARY

Creative Sr Graphic Designer with experience developing unique visual identities across print, design or web. Clear communicator and collaborative team player with an eye for detail and skill in creative strategy. Offering 6 years of expertise overseeing brand development and omnichannel marketing for in-house or marketing agency organizations.

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator)
- Figma
- Motion Design (AfterEffects)
- Print Design (InDesign)
- Email Marketing Design
- Art Direction
- Creative Strategy
- Web Design (UI/UX & Landing Page Design)
- Social Media Graphics
- Brand Design
- Image Manipulation
- Digital Marketing

WORK EXPERIENCE

Graphic Designer | May 2024 - Sept 2024
ARMRA, Los Angeles, CA

- Led creative initiatives driven towards 150+ ad creations for multiple channels (META/Insta/Google) on a monthly cadence.
- Spearheaded the branding and creation of UI/UX design mock-up graphics and layouts for upcoming loyalty program and subscription page releases, with the goal of boosting subscription rates by 15%.
- Conducted and organized the strategic creation of Organic Social Campaigns on a daily cadence in cooperation with social media strategists.
- Supported the construction of daily email layouts with the collaborative goal to reach a 20% higher open rate across new and subscription based consumers.

Graphic Designer | March 2024 - Present
Zettler Digital, Los Angeles, CA - Contract

- Manage the creative build out of 30-40 email campaigns a month tailored to a variety of brand markets (Printique, Luxeweek and VIDA).
- Manipulated stock content to fulfill the email campaign goals, including but not limited to, photo editing, color correction and masking.
- Well versed in Klaviyo formatting and the creation of email campaigns, templates and flows following a set structured company format.
- Oversaw the brand strategy and creation for the reformatting of welcome, abandon cart and retention legacy flows.

Sr. Graphic Designer | Jan 2023 - Nov 2023
Solawave, Los Angeles, CA

- Responsible for the ideation and creation of performance driven ads across paid media channels (Meta, Google, Pinterest, Snapchat, and TikTok) to aid in growth marketing and monthly revenue goals.
- Assist on UI/UX design mock-up graphics and layouts to optimize user experience, considering factors like navigation, readability, visual hierarchy and color theory.
- Aid in the creation of print media across small and large scale marketing projects, ranging from event design, retail signage, and PR packaging design.
- Ensuring that all visual communication and design, within the company, and partnered vendors, aligns with set brand guidelines, maintaining consistency in visual identity.
- Engage in campaign planning with marketing, creative teams, and the company's founders to align and drive the achievement of company objectives and goals through set creative strategies.

Sr. Graphic Designer | Oct 2021 - Jan 2023
Mutesix, Los Angeles, CA

- Responsible for managing and leading quarterly design requests for 13+ clients, like Farmacy Beauty or Decor Steals, across multiple brand industries, such as beauty, home decor, retail, and CPG.
- Produce and organize elevated animated banners (GIFs), static banners, email and landing page design following campaign design briefs.
- Established effective creative strategy to provide catered results to clients with the goal of increasing sales 20% YoY.
- Engage on client-facing and internal team calls to align on upcoming campaign requests.
- Coordinate quarterly design ticket hand-offs for a team of 30 designers.

Jr. Graphic Designer | Mar 2019 - Oct 2021
Humanoids, Los Angeles, CA

- Responsible for creating effective marketing ads for 30-40 new graphic novels annually.
- Well-versed in the development of educational book guides, catalogs, activity pages, sales sheets and merchandise.
- Produce and compile PDFs, media decks, graphic novel assets and print files in various formats for production needs.
- Create multiple marketing design assets for large scale comic con events, from booth design to posters.

EDUCATION

Bachelor of Arts

California State University Channel Islands, Camarillo, CA
B.A. in Studio Art, Minor in Communications
Jan 2012 - June 2017