

# Ryan Peters

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## Brand Designer & Illustrator

Detail-oriented and collaborative designer with expertise in product design, brand development, and illustration. 10 years of experience across several industries driving brand visibility and engagement. Identifies opportunities for growth & change while striving towards design excellence.

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## Core Competencies

Branding & Identity Design	Project Management
Visual Design	Digital & Print Media
Art Direction	Social Media Marketing
Illustration	Cross-Functional Collaboration
Design Systems	Photo Editing

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## Professional Experience

### 360Learning | March 2021 - Present

Brand Designer - Product Marketing / Brand Illustrator

- **Brand Management:** Entrusted as the sole designer ensuring brand consistency across all sales pitch decks, product marketing materials including one-pagers, feature overviews, blog posts, and campaign promotion social ads; elevated brand visibility.
- **Illustration Guidelines:** Spearheaded both the illustration and documentation of brand guidelines for a new auxiliary brand style, employed in marketing ads and the product platform; pioneered a refreshing visual identity aligning with market trends.
- **UI and Web:** Diligently maintained and updated product marketing UI examples and their stylistic application on the website, sales decks, and one-pagers; consistently ensured a seamless and visually engaging brand narrative.
- **Web Systems:** Designed and built core elements and structure for several customer facing web pages such as events, case studies, partners, and integrations. Iterated on designs and various options with a team of developers, marketers, and engineers.
- **Workshop Leader:** Led impactful workshops for design and product marketing teams on the strategic use of illustration in tech and SaaS companies; fostered a deeper understanding and creative application of visual elements in corporate storytelling.

### Freelance Work | June 2015 - Present

Designer / Illustrator

- **Brand Design and Illustration:** Successfully freelanced as a designer and illustrator for high-profile clients and diverse projects, including Target, Disney, Uniqlo, Pentagram Austin, American Greetings, Chipotle, and Joann Fabrics; demonstrated versatility and creative excellence across various industries.
- **Project Delivery:** Worked with a range of clients from global corporations to local/small businesses, providing tailored design and illustration solutions; enhanced client brand identities and project outcomes through bespoke creative strategies.

### Attentive | November 2019 - November 2020

Senior Visual Designer / Brand Designer

- **Brand Audit:** Reviewed the Attentive brand and developed a short term action plan as the company's first brand design hire.
- **Marketing Design:** Created a vast array of web content and client assets for a SaaS tech start-up in SMS marketing; played a key role in enhancing digital presence and client engagement through innovative design strategies.
- **Illustration:** Crafted captivating illustrations for internal and external events and supported the brand team with diverse assets for the company's sub-brands, online ads, and customer-specific projects; strengthened brand identity and audience connection.
- **Rebranding Strategy:** Collaborated with an independent agency and the brand design team to orchestrate Attentive's rebranding initiative; effectively transformed the brand's visual identity, aligning it with evolving market dynamics and company vision.

## MJH Associates | November 2017 - November 2019

Associate Art Director

- **Live Event Collateral:** Art-directed a diverse range of materials for live events in the pharmaceutical industry, including digital ads, signage, mobile graphics, print ads, brand books, and print guides; significantly enhanced event engagement and brand presence.
- **Web Design:** Served as the primary illustrator and icon designer for web and mobile projects, with a strong emphasis on social media platforms; developed visually appealing designs that communicated brand messages and values.
- **Agency Designer:** Served as the primary designer for the in-house agency, producing pitch decks and brand concepts for various clients across the pharmaceutical and health care industry.

## Punch Studio | June 2017 - November 2017

Graphic Designer

- **Branding:** Crafted innovative branding elements and product concepts for LA-based brands, focusing on consumer goods; played a pivotal role in translating client visions into compelling visual identities and product designs.
- **Account Management:** Contributed to in-house agency projects by developing distinctive and engaging design solutions and pitch decks, successfully capturing the essence of each brand; fostered strong client relationships through exceptional creative delivery.

## American Greetings | June 2015 - June 2017

Graphic Designer / Lettering and Illustration Artist

- **Cross-functional Collaboration:** Collaborated daily with a cross-functional team of artists, designers, writers, editors, and developers to produce a wide array of print and digital products for American Greetings, both in-store and online; significantly enriched the brand's product offerings with custom illustrations and lettering.
- **Brand Development:** Worked closely with art directors and designers to creatively brand-new lines within the American Greetings product portfolio; instrumental in infusing fresh, innovative designs into the company's evolving brand identity.
- **Strategic Partnerships:** Played a key role in the product partnership team, creating assets for Disney and Sesame Street branded products; navigated licensing requirements to deliver products that resonated with both partner brands and consumers.
- **Environmental Design:** Developed in-store signage and customer facing branding found in stores such as Target, Walmart, and CVS.

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## Education & Professional Development

### BFA in Illustration with focus on Graphic Design

Ringling College of Art and Design | 2015

### Type@Cooper Program

The Cooper Union | 2020

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## Technical Competencies

Figma

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Google Suite

Microsoft Suite

Sketch

Glyphs

Procreate

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References available upon request

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