

## Objective

Use my 24+ years of branding, design and teaching experience to enrich and inspire the lives of students at the university level. Help students develop a strong concept and sense of design and professional branding principles. Motivate students to use their talents to become the best designers possible.

---

## Biography

A native of Marion, Indiana, Ryan cultivated his love of art early on. Whether it was drawing his favorite Super Friends characters, spending hours building with Lego or redesigning the logos of MLB teams, he often could be found creating something as a child. He graduated from Indiana Wesleyan University in 2001 with degrees in Graphic Design and Photography. His specialties include branding, creative design, marketing strategies and web interactive.

Ryan has pent 24+ years as a designer and creative director on thousands of diverse projects. He has worked with major brands such as Nike Golf, Adidas, The North Face, Merrell, Lands' End, Delta Faucet and Ruth's Chris to name a few. Ryan's work has been featured in several design publications. His experience in the corporate and agency environments, as well as owning a successful branding+design firm, has equipped him with a firm understanding of how the design industry works and what it takes to be successful. Ryan wants nothing more than to enrich and inspire the lives of his students and motivate them to becoming the best designers possible.

When not sitting behind his computer designing, Ryan loves spending time with his family. He and his wife have three daughters and a son. He is also passionate about coaching basketball, soccer and baseball, as sports have always been a big part of Ryan's life. He currently resides in Noblesville, Indiana.

## Academic Experience

### Instructor - Indiana Wesleyan University

2022 - Present

Responsible for teaching and mentoring students as a professor and coordinator of the graphic design program.

#### Courses Taught:

##### DES-101 Fundamentals Design Studio

This course provides freshman design students with an introduction to critical design concepts and methods across all design disciplines.

##### DES-201 User Experience Design

This course designed to introduce students to the theory, field, and practices of user experience design focused on designing for the user in a variety of design systems an environments, incorporating research, process, testing, rapid prototyping, and iterative design.

##### DES-202 Typography

This course focuses on development of typographic knowledge and a deep understanding of complex visual communication problems.

##### DES-251 Making Meaning

This course introduces students to the skills, methods, and theory involved in the creation and use of semiotics (icon, index, symbol) and visual rhetoric as modes of visual expression within visual communication (graphic design).

##### DES-302 Identity Design Studio

This course focuses on the robust development of visual identity and branding as an integral part of professional practice.

##### DES-305 Interface Design

This course focuses on designing for the user in a variety of screen-based contexts such as websites, mobile and web applications,.

##### DES-351 Service & Research Design

This course focuses on critical approaches to the profession of design through research producing relevant communications solutions.

##### DES-360 Advance Graphic Design & Layout

This course emphasizes a professional creative design approach geared toward client project problem solving.

##### DES-405 Design Thesis

In this course, students are asked to define and research a contemporary design topic that relates to the design industry with the aim of creating an effective design solution or representation.

##### DES-451 Design for Social Entrepreneurship

In this course, students will apply best practices, strategies, and design thinking to solve for a human-centered design problem. Empathy-driven research will inform design decisions and a case study will also be completed at the end of the semester.

### Adjunct Professor - Indiana Wesleyan University

2003 - 2007

Responsible for teaching and mentoring students as an adjunct professor.

#### Courses Taught:

##### Intro to Computer Graphics - 273 & 373

This course was designed to introduce students to graphics-oriented computer hardware and software.

##### Advanced Computer Graphics/Branding - 473

This course gave the advanced graphic design student freedom to develop design projects to enhance their portfolio's.

## Professional Experience

### Principal/Creative Director - RMD

2006 - Present

Responsible for design and creative direction of marketing collateral, logos and website designs. Other duties include brand development, project management, budgeting, vendor relations, managing teams of designers, campaign concepting and copywriting.

- Major clients worked for include Ruth's Chris Steak House, TCC, KPaul, eGov Strategies, Mesa Medical, IMMI, City of Noblesville, US Sports Advisors, Preferred Global, INDOT

### Web Designer - CORE Business Technologies

2020-2024

Responsible for design and build-out of all municipality and county client websites. Other duties include meeting with production and design teams in various locations as well as client communication.

### Art Director - MediaSauce

2005 - 2006

Responsible for the design and art direction on clients' websites. Other duties included team management and photo direction.

- Major clients worked for include Butler University, Indianapolis Arts Council, Ice Miller, Rehabilitation Hospital of Indiana, Suros Surgical and the Indiana Repertory Theater

### Art Director - MillerBrooks

2004 - 2005

Responsible for the concept and production of advertising, flash presentations, tradeshow graphics and marketing material.

- Was the lead art director on clients such as Delta Faucet, Mar-Flex, Oakridge Solutions, Typar Housewrap and Applied Engineering.
- Artwork displayed nationwide in trade magazines, big box retail outlets and direct mailings.

### Senior Designer - Galyans Sports & Outdoor

2002 - 2004

Managed in store promotional material as well as concept and design of Galyans private label branding.

- Worked directly with major sports and outdoor brands such as Nike Golf, Adidas, The North Face, Merrell, Taylor Made and many more.
- Was the lead designer on all store marketing collateral, promotional material, advertising, store signage and bi-yearly magalogs.
- Art directed photo shoots for multiple projects including winter and summer magalogs, store signage, magazine advertising, billboards and other marketing material.
- Artwork displayed in 50+ markets and in over 70 stores nationwide.

## Education

### Indiana Wesleyan University

1997 - 2001

Bachelor of Science Degrees:

Graphic Design & Photography

### Kutztown University (*In Progress*)

2023 - 2026

Master of Fine Arts:

Communication Design

## Professional Skills

Proficient in Adobe Creative Suite  
Proficient in multiple web design platforms  
Proficient in film, digital & commercial photography  
Strong understanding of design process and theory  
Strong understanding of typography  
Strong understanding of color theory  
Knowledge of the traditional press & digital printing process  
Understanding of design and production process for client based projects  
High level of experience leading and directing design teams for client based projects

## Associations

AIGA of Indianapolis  
Noblesville Chamber of Commerce  
Fishers Chamber of Commerce

## Published Work

**Jaffe Financial Services Branding**  
Logo Lounge Master Book 3  
**NatureScape Outdoor Branding**  
Logo Lounge Book 6

## Personal References

**Ron Mazellan**  
r.mazellan@icloud.com  
765.618.8224

**Keith Lowe**  
keith.lowe@indwes.edu  
765.677.2714

**Anne Greeley**  
anne.greeley@indwes.edu  
817.528.6172

**Daniel Showalter**  
daniel@danielshowalter.com  
937.308.9802

## Committees & Panels

**AYS Board Member**  
2007 - 2010: Marketing Advisor  
**IUPUI Small Business Marketing Summit**  
2008: Speaker & Panel Discussion  
**The Art Institute of Indianapolis Portfolio Review**  
2010: Guest Critic & Speaker  
**IWU Design Club**  
2011: Guest Speaker  
**Six Points Church Awana**  
2012 - 2017: Program Co-Leader  
**IWU Advertising & Marketing Class**  
2013: Guest Speaker & Presenter  
**Six Points Church Capital Campaign**  
2016: Design & Marketing Advisor  
**Noblesville High School Web Design Class**  
2016/17: Guest Speaker & Presenter  
**IWU Senior Seminar**  
2017: Guest Speaker & Presenter  
**Marion Easter Pageant**  
2018 - Present: Design & Marketing Advisor  
**Heritage Christian School AP Art Class**  
2022: Guest Speaker & Presenter  
**IWU Senior Portfolio**  
2022: Guest Speaker & Presenter  
**IWU Art+Design Division Creative Research Group**  
2022 - 2023: Participant  
**IWU Art+Design Division Marketing Committee**  
2022 - Present: Participant  
**IWU Art+Design Division**  
2022 - Present: Graphic Design Program Coordinator  
**IWU Art+Design Division**  
2022 - Present: Director of The Foundry