# RYAN ANDERSON

(646) 515-0638

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ryananderson.co.uk

## EXPERTISE

Visual Design

Print Production

Creative Direction

Digital UX + UI

User & Web Analytics

Digital Marketing

Branding

## SKILLS

Adobe CS

Typesetting

Color Theory

CSS/html/JavaScript

Layout/Composition

Office 365

Google Suite

Google Data Studio

Hubspot

Data Visualization

Sketch/Figma

Wordpress

E-Commerce Mgmt

Email Marketing

Social Media

Content Generation

Photography Direction

Multidisciplinary IT professional – with more than 20 years of experience in visual content development, digital marketing, and brand management. I have a passion for combining data and design to create impactful campaigns that generate actionable results.

## PROFESSIONAL EXPERIENCE

### MARKETING & WEB MANAGER

*Raydoor Inc., New York, NY*                                     *Feb 2015 – Present*

Primary marketing and UX designer, handling all aspects of the company's websites, CMS and digital marketing, all while managing annual department budget. Working closely with sales and executive teams to utilize user data to inform design decisions and marketing strategy.

- Full-stack web development of e-commerce and lead-gen web platforms
- Lead and team participation in IT Project management and the system development life cycle
- UX engagement, content design, and product and delivery strategy
- Coordinating multi-channel marketing strategies
- Analyzing advertising returns and reporting to executive teams

### DIRECTOR OF MARKETING & WEB COMMUNICATIONS

*Bear Valley Music Festival, Bear Valley, CA*          *Dec 2013 – Dec 2014*

Creative director, responsible for UX design and implementation of complete re-brand of seasonal marketing strategy. Deliverables included: in-house collateral material, full website redesign and relaunch, leveraged marketing campaigns with national media outlets and collateral suite.

- UX engagement with client leading to complete content redesign, and delivery strategy for ticket purchasing process and customer journey
- Full print branding and collateral redesign
- Email broadcasts and social media management

### MARKETING SPECIALIST & WEB DEVELOPER

*DMC Green, Stockton, CA*                                       *Jan 2010 – May 2011*

IT Project manager and brand UX designer. Created a brand toolkit to coordinate the brand requirements of national oil companies to uphold their specific standards and regulations. Developed sales and consumer awareness materials.

- IT Project management for the redesign and release of company website utilizing a CMS, database tools and delivery pipelines
- Delivery of large-scale production computer graphics utilizing graphic software
- Photography and web UX direction and delivery strategy

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## CERTIFICATES

Storytelling for Business

Hubspot Inbound Sales and Marketing

Psychology of E-commerce

Gestalt Psychology and Web Design

## PROFESSIONAL EXPERIENCE (CONT.)

### GRAPHIC DESIGN CONSULTANT

*UNICEF, New York, NY*                                    *Feb 2007 – Jan 2009*

A member of the design team responsible for supervision of global brand policy. Assisted senior staff members with project development and helped to coordinate production with outside vendors. Developed user templates for in-house documents and local intranet microsites utilizing a CMS.

### ONLINE MARKETING COORDINATOR

*Athleta, Petaluma, CA*                                    *Oct 2002 – Feb 2006*

IT Project manager and full-stack web developer overseeing e-commerce site. Daily page updates and traffic monitoring utilizing web analytics tools and reporting results to senior staff. Technical support for user-reported issues. Assisted with digital editing of photos for print catalog. Collaborated with marketing team members to develop weekly customer e-mail campaigns.

## RECENT FREELANCE PROJECTS

### PRODUCT CATALOG DESIGN
*Harp Design Co.*

### BRAND REDESIGN
*Lila & Sage Catering*

### BROCHURE REDESIGN
*Calaveras Winegrape Alliance*

### DATA VISUALIZATION
UNICEF

### REBRAND COORDINATION
*Brice Station Vineyards*

### NEWSLETTER LAYOUT
UNICEF

## PERSONAL REFERENCES

### STUART MAST
*Owner, Brice Station Vineyards*
contact upon request

### GEORGE BASHI
*V.P. Of Engineering Infrastructure, Yelp*
contact upon request

### CRAIG WEIDHORN
*Co-Owner, Harp Design Co.*
contact upon request

### ZANE LACKEY
*Co-Founder, Signal Sciences*
contact upon request