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PROFILE

Ryan Huntsinger

Creative and collaborative visual designer with demonstrated experience in web design, UI / UX, brand identity, and concepting. Specializing in crafting compelling interactive solutions and translating brand visions into effective design solutions. Seeking a role as a Senior Brand Designer or Senior Visual Designer.

WORK HISTORY

Designer, Freelance
01/2023 - Current

- Created design solutions (logo & brand identity) for print and digital experiences
- Designed web pages for Brasada Ranch
- Designed web pages for Virgin Galactic

Senior Web Designer, Envoy *(Tech startup)*
03/2022 - 01/2023

- Designed 15+ web pages, landing pages, and other online assets that aligned with brand guidelines and business objectives
- Collaborated with cross-functional teams (design, marketing, sales, engineering) to understand business requirements and develop design solutions that met their needs
- Ensured all design assets and pages were optimized for performance, accessibility, and SEO to drive traffic and conversions
- Managed fast paced deadlines across multiple projects while keeping stakeholders updated
- Led design, creation, and launch of Platform page, which redefined how the entire business was marketed
- Led creation and launch of a new core product page (Connect), resulting in greater reach to potential customers and ultimately, conversions

Senior Designer, Fitbit *(Product company)*
01/2020 - 01/2022

- Served as lead designer for highest selling campaign of the year (Holiday), spanning 100+ design assets including web pages, landing pages, e-mail, and digital ads
- Served as lead designer for creation and launch of the new flagship smart watch page (Sense 2) in collaboration with a project manager, product marketing manager, and copywriter
- Oversaw creation and launch of a new product page (Inspire 2)
- Designed web pages, campaigns, and other digital assets that aligned with brand guidelines and business objectives
- Collaborated with cross-functional teams to understand business requirements and develop design solutions that met their needs
- Drove brand awareness through collaboration with creative marketers; assisted with conceptualization and design of high impact brand campaigns for digital channels

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WORK HISTORY

Designer, Freelance
03/2019 - 12/2020

- Created design solutions (business cards, letterheads, a digital kiosk) for print and digital experiences
- Created logo and brand identity for Public Media Group using Adobe Illustrator and InDesign
- Created brand identity and design system for launch of new residential building 150 Van Ness St.
- Independently managed client meetings, timelines, and budget to facilitate efficiency
- Presented and revised ideas to clients based on feedback

Senior Designer, Gershoni *(Marketing agency)*
11/2018 - 02/2019

- Partnered with CD, designers, a photographer, copywriter, and developer across brand development for print and digital experiences
- Served as visual lead and collaborated with developers to launch consumer website for Laura Chenel
- Collaborated across multiple projects while inspiring and helping others to become better designers

Senior Art Director, Cog1 *(Marketing agency)*
03/2015 - 11/2018

- Served as visual lead for all creative assets across all digital media types (web pages, landing pages, brand identity kits, social media posts, etc.)
- Collaborated with development agencies to launch websites for Bogle, WP Engine, Hack Reactor, IREI
- Led the development of design concepts and prototypes and articulated them in a compelling and understandable manner
- Worked with 20 clients from project start to finish, exploring concepts, explaining design rationale, and clearly presenting all design work
- Participated in new business development opportunities including creation of pitch materials, scoping, and presentation delivery, leading to successful conversion of several leads into clients

EDUCATION

Academy of Art University, San Francisco, CA

Bachelor of Fine Arts in Web Design & New Media

SKILLS

Visual design, Web design, Art direction, Branding, Prototyping, Wireframing, Storyboarding, Illustration, Project Management, Graphic design, colors, typography, layout design

Figma, Sketch, InVision, Adobe Creative Suite, Photoshop, Illustrator, Indesign, XD, After Effects, HTML, CSS, CMS, Wordpress, Agile, Github, GoogleSuite / G Suite, Microsoft Office Suite (Microsoft Word, Microsoft Excel, Microsoft Powerpoint), Social Media (Instagram, Twitter, Meta)