

Ryan Blackburn

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An award-winning digital media designer with solid problem-solving skills and 15+ years of experience in various industries. I merge user needs with business objectives to create innovative and scalable solutions.

Experience

CREATIVE DIRECTOR | 246CREATIVE MEDIA | ATLANTA, GA - CURRENTLY

- **Branding & Creative Design:** Delivered digital and print advertising, social media content, and promotional materials for brands such as VillageTV, BET, and SpeakOnIt.org.
- **Multi-Channel Marketing:** Created and managed multi-channel campaigns, including SEO, email, social media, and print advertising, driving customer acquisition and brand awareness.
- **Client Collaboration:** Led brainstorming sessions, developing creative strategies to align design with project goals.
- **Campaign Optimization:** Designed and executed campaigns (drip, nurture, landing pages), performing A/B testing to optimize results.
- **Sales & Marketing Support:** Designed marketing materials that led to measurable business outcomes, including a 20% increase in sales and a 200% increase in website traffic for BeyondHairUK.

DIGITAL MEDIA DESIGNER | CLIENT COMMAND | CUMMING, GA - 2019 – 2023

- **Designed & Executed Marketing Campaigns:** Created innovative marketing materials (print mailers, digital/social ads, email campaigns, custom templates, landing pages) for major automotive brands (Alfa Romeo, BMW, Mercedes-Benz, Lexus, and Lincoln).
- **Cross-functional Collaboration:** Worked with sales, marketing, dealer services, and co-op agencies to optimize creative assets and ensure alignment with business goals.
- **Data-Driven Design:** Leveraged data and insights to inform design iterations, improving campaign performance.
- **Sales Support:** Developed mock-ups and design solutions to support the sales team in presenting new business opportunities to potential clients.
- **Digital Asset Management:** Implemented a centralized asset management system across North American dealerships, improving efficiency and consistency in marketing materials.
- **Innovation & Process Development:** Contributed to the development of new tools and design processes that enhanced creative workflows and strategic best practices.

GRAPHIC DESIGNER / MARKETING SPECIALIST | TRAVELPORT | ATLANTA, GA - 2017 – 2018

- **Campaign Development:** Developed and executed creative marketing campaigns, including email/SMS, landing pages, digital advertising, and print materials.
- **Stakeholder Collaboration:** Led design discussions with internal teams and vendors to create compelling content (blogs, white papers, product marketing collateral).
- **A/B Testing:** Designed and tested email, SMS, and landing page content to optimize user engagement.
- **Brand Consistency:** Managed the digital asset inventory, ensuring consistent branding across all marketing materials.
- **Award-Winning Design:** Led the design of an award-winning travel industry magazine, contributing to monthly issues distributed globally.

DESIGN TEAM LEAD | YELLOW PAGES | TUCKER, GA - 2013 – 2015

- **Team Management & Leadership:** Supervised a team of 20 designers, ensuring high-quality production and meeting project deadlines.
- **Mentorship & Training:** Developed and implemented onboarding training programs for new designers and provided ongoing mentorship.
- **Creative Direction:** Collaborated with clients and internal teams to propose innovative design concepts and ensure high-quality outputs.
- **Quality Control:** Conducted product reviews, ensuring accuracy in design workflows, copywriting, and proofing.
- **Vendor Collaboration:** Worked with vendors on new product development and design for advertisers.
- **Reporting:** Analyzed productivity data using Salesforce, providing actionable insights to optimize team performance.

UX DESIGNER | AT&T ADVERTISING SOLUTIONS | ATLANTA, GA - 2012 – 2013

- **Wireframing & Mockups:** Delivered detailed wireframes, user flows, and both low and high-fidelity mockups for web, mobile, and email platforms.
- **User Research & Testing:** Conducted user research, usability studies, and A/B testing to optimize user experience and design quality.
- **Cross-Platform Design:** Designed interactive prototypes and customized UI elements (HTML/CSS) for over 3,500 responsive websites.
- **Brand Consistency:** Ensured consistent branding across digital touchpoints in multiple industries.
- **Project Management:** Managed multiple concurrent design projects while adhering to deadlines and maintaining high standards of design quality.

Previous Experience

FREELANCE DESIGNER / CONTRACTOR | VARIOUS COMPANIES - DATES VARY

- Created visually appealing graphics, illustrations, and other digital assets.
- Designed and developed marketing materials (brochures, flyers, presentations).
- Created social media graphics, banners, and ads.
- Designed website layouts and user interfaces.
- Created and managed digital assets in Figma, Canva, and Adobe CC.
- Ensured assets were optimized for various platforms and devices.
- Maintained a library of digital assets and ensured they were organized and easily accessible.
- Inspired and mentored a multidisciplinary creative team, fostering an environment of collaboration and innovation.
- Worked closely with cross-functional teams (product development, marketing, growth, sales) to ensure brand consistency and strategic alignment.
- Provided constructive feedback to creative team members.
- Supported the digital product team to ensure an on-brand, customer-first, and conversion-driven experience.
- Managed relationships with external partners, including agencies and freelancers.
- Stayed ahead of industry trends and consumer behavior to keep the brand at the forefront of the market.
- Used insights to inform brand strategy and creative direction.
- Maintained a consistent brand aesthetic across all digital channels.
- Adhered to brand guidelines and style guides.
- Collaborated with marketing, sales, and other teams to understand project requirements and deliver high-quality assets.

- Worked closely with developers to ensure seamless integration of digital assets into websites and applications.

Skills + Tools

- **Design Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Figma, Canva, Midjourney, DALL-E 2, Claude, Jasper.ai
- **Web Technologies:** HTML, CSS, WordPress, SharePoint
- **Marketing Platforms:** HubSpot, Pardot, Klaviyo, Litmus, Salesforce, XMPie, Google Workspace
- **Project Management Tools:** Slack, Zoom, Teams, Basecamp
- **Email Marketing:** A/B Testing, Drip Campaigns, Landing Page Optimization
- **Branding & Visual Design:** Typography, Color Theory, Information Graphics, Motion Graphics
- **UX Design:** User Research, Wireframing, Prototyping, UI Customization
- **Collaboration:** Cross-functional Team Leadership, Client Communication, Creative Direction
- **Additional Skills:** Generative AI, Social Media Marketing, Print Knowledge, Marketing Strategy, Problem-Solving, Time Management, Attention to Detail

Qualifications

- Proven experience (10+ years) in brand management, creative direction, and related fields.
- A strong portfolio showcasing my ability to build and scale brands through innovative and effective creative strategies.
- Exceptional leadership and team management skills, with the ability to inspire and drive a creative team.
- A deep understanding of consumer psychology and market dynamics, focusing on growth results.
- Strong hands-on design and content creation skills, proficient in relevant tools and software.
- Excellent communication and presentation skills, with the ability to articulate complex ideas clearly and persuasively.
- Experience in the automotive, advertising, travel, healthcare, entertainment, television & film, beauty, e-commerce, and product industry.

Education & Certifications

Bachelor Of Arts Visual Communications | Middlesex University | London, UK
Certification In Digital Photography & Graphic Design | Tower Hamlets College
Certification In Television & Video Production | Newham College
Certification In Email Marketing | Hubspot Academy