

Patricia Ryan • New York & New Jersey
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ART DIRECTOR

Graphic Design | Project Management | Concept Development

Solid success directing and implementing broad range of clear, clean and concise design projects, from conception through launch. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards.

■ EXPERIENCE

Freelance Art Director and Web Designer • Various Clients • New York • 02/17-present

- Direct, sustain and execute creative and custom design projects for web and print marketing materials for multiple clients. Generate collateral branding for conferences and other events.

Freelance Web Designer • Victoria's Secret • New York • 10/16-02/17

- Conceptualize and execute designs for home and landing pages, special seasonal brands, emails and mobile designs.
- Engaged in creative concept design and execution for online pages, seasonal campaigns, electronic communication and mobile devices

Design Director • American Media Inc. • New York • 01/15-09/16

- Directed team of designers through the creation of engaging and dynamic materials. Emphasized magazine design continuity across various media such as cutting-edge graphics and content.
- Credited with delivering robust, focused design concept promoting magazine freshness and up keep of dedicated readership.

Art Director • Various Clients • New York • 02/10-01/15

- Collaborate with graphic design/content development teams in multiple print and digital projects. Developed and executed art concepts for various web ads, books, branding, catalogues, and magazine designs. • Successfully completed multiphase projects for clients **Greylock Capital, Rodale Inc., OK Magazine, Niche Media, Markets Media, and CBS Radio.**

Senior Designer • Shape Magazine • New York • 01/10-02/13

- Developed, rendered, and expanded innovative art concepts for monthly print magazine. Collaborated with creative team to develop art work for magazine design and layout.

Art Director • Rodale, Inc. • New York • 08/06-01/10

- Generated custom content designs for marketing, layout and production of multiple magazines. Collaborated with creative director to redesign art work and generate prototypes per customer specifications. Art directed photo shots
- Produced designs for clients **Walmart, Bloomingdale, Tourneau, Verizon, Kraft, Lamaze and Curve Fitness.**

Art Director • Hachette Filipacchi Media U.S. • New York

- Engaged in creative concept design and execution across multiple magazine titles. Plan, commission, concept & direct photo shoots. Interact with corporate clients, editors, publishers and pre-press. Managed designers & photo editors as well as the production schedule and budgets.
- Produced designs for **Home magazine, Momentum magazine, Vision magazine, SonyStyle magazine, Trump Style magazine and Feat magazine.**
Plus branding, logo design, press kits, book design, and other collateral materials.

Art Director and Design previous experience • New York

- Emphasized brand continuity across various media such as cutting-edge graphics and content:
 - **George magazine, Metropolitan Home magazine • Family Life magazine**
 - **Beauty magazine; Dow Jones:** Financial magazine • **Adworks:** Music CD, cassette and album
 - **Ziccardi & Partners, Inc:** Brochure, catalogs & ad design for Ellen Tracy
 - **Media Scan:** Music equipment - catalogue design & layout; trade show signage
 - **Applied Graphics:** Package, brochure, catalogue, advertising & marketing design.

■ COMPUTER PROFICIENCY

- InDesign; Quark; Illustrator; Photoshop; Dreamweaver; Adobe DPS; K4, HTML; CSS; Microsoft Office.

■ EDUCATION

- Graphic Design, Advertising, Computer Arts. School of Visual Arts, New York, USA
- Desktop Publishing and Design. Sydney University, Australia
- Commercial, Printing & Typography Design. School of Graphic Art, Australia

■ AWARDS AND HONORS

- CPC Pearl Awards 2008 – Gold Best New Launch, Bronze Best International Publication
- Magnum Opus Awards 2008 – Silver Best All Around Non-Profit Publication, Bronze Best All Around Employee Publication
- SPD (Society of Publication & Design) Award - Gold. New York, USA

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