

## PROFILE

Design professional with 16 years of experience building brands and solving complex communications challenges. Adept at creating visual solutions that align with strategic business objectives. Skilled at managing all brand development phases, including assessment, design and implementation.

## EXPERIENCE

### **Ryan Paul Design** New York, NY

Creative Director and Brand Consultant, October 2001–present

Serve as design consultant to various design agencies and corporate clients. Clients: Landor, Bessen Tully & Lee, Wolff Olins, Cullinane Design, M Novak Design, Binks Forest Golf Club, Terra CRG, Federal Reserve Bank of New York, The Public Advocate for the City of New York.

### **CoreBrand Communications** New York, NY

Design Director, May 2006–September 2009

Conceived and developed visual solutions to align communications with brand strategy. Managed all aspects of brand identity programs, including brand audit/assessment, concept development, design, presentation and implementation. Created logos, visual systems, brochures, identity guidelines, print communications, websites. Clients: APM Terminals, Tektronix, Cisco Systems, MasterCard Worldwide, MasterCard Advisors, Pfizer, Cengage Learning, The ACE Group.

### **DeSola Group** New York, NY

Associate Creative Director, July 2005–May 2006

Designed publications for financial services clients, including product literature, market commentaries, investor and advisor materials. Collaborated with account team to define brand strategies and project goals. Created brochures, logos, annual reports, presentation templates. Clients: RiverSource Investments, Ameriprise Financial, Lazard, Deutsche Bank.

### **Stromberg Consulting** New York, NY

Art Director, April 2003–July 2005

Directed and produced internal communications to guide companies through organizational change. Consulted with clients to define key objectives. Prepared detailed specifications for bidding by vendors. Oversaw production, press checks and fulfillment of deliverables. Created brochures, logos, posters, newsletters, presentation templates, stationery, employee training materials. Clients: Pfizer, FedEx, Hampton Inn, Kodak, Bank of America.

### **Luxon Carrà** New York, NY

Design Director, April 2000–October 2001

Designed and directed corporate and brand identity programs. Advised clients on recommended brand strategies and design solutions. Delegated workload to design and production team. Oversaw freelance writers on development of brand communications. Created logos, identity guidelines, print materials, stationery systems, vehicle identification, sign systems. Clients: Exelon, First National of Nebraska, Archer Daniels Midland Company.

### **MarchFirst** (formerly Donovan & Green) New York, NY

Senior Designer, April 1999–April 2000

Designed and executed brand communications for use in print and web. Created logos, brochures, stationery systems, presentation templates. Clients: Courtyard by Marriott, Faroy, Mallnet Media Corporation, I. Grace Company, LCOR, O'Shaughnessy Capital Management.

**EXPERIENCE** (continued)

**Enterprise IG** (formerly Anspach Grossman Portugal) New York, NY  
Senior Designer, March 1998 – April 1999

Designed and managed corporate and brand identity programs. Created logos, identity guidelines, print materials, vehicle identification, storyboards. Clients: The Conference Board, Mount Sinai NYU Health, Minnesota Mutual Life, Hilton, Jewish Theater of New York.

**Lippincott** (formerly Lippincott & Margulies) New York, NY  
Senior Designer, February 1994 – March 1998

Designed and implemented corporate and brand identity programs, with emphasis on visual systems and graphic standards. Created logos, identity guidelines, print materials, storyboards, sign systems, vehicle identification. Supervised photography, copywriting. Clients: Telus, Travelers Group, Dimon, Sonic, Viridian, Everen Securities, Penn State Geisinger, AT&T Capital, The Citibank Private Bank, Scripps Health.

**Bankers Trust Company** New York, NY  
Designer, October 1993 – January 1994

Developed presentation materials to promote financial products and services. Created slide presentations, information graphics, print materials.

**EXPERTISE**

Strategic brand development

Logo/identity design

Visual systems

Identity guidelines

Print and marketing communications

Signage and vehicle identification

Brand architecture and nomenclature systems

Brand audit/assessment

Software: InDesign, Illustrator, Photoshop, QuarkXPress,  
Word, PowerPoint, Acrobat, Distiller, Fetch

**EDUCATION**

**Rhode Island School of Design** Providence, RI  
Bachelor of Fine Arts, Graphic Design