

Ryan Paul

Creative Director
Brand Builder
Design Team Leader

ryanpaul.com
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917.922.5806

Skills

Design

Logos, visual identity systems, brand guidelines, websites, print communications, signage, environmental graphics

Strategy

Brand strategy, messaging and voice, brand architecture, brand audits

Leadership

Team leadership, collaboration, mentoring, presenting, project planning and management

Awards

Transform Awards,
North America

Summit Creative Awards

GDUSA American Graphic
Design Awards

Education

Rhode Island School of Design

Bachelor of Fine Arts (BFA),
Graphic Design

General Assembly

Certificate, UX Design

Profile

I'm an award-winning creative director and designer who transforms strategies into compelling brand identities, visual systems, and experiences. I'm a passionate design leader who excels at collaboration, team development, and fostering a supportive, engaging environment.

Experience

Sustena | Principal and Creative Director | Sep 2021–present

Provide creative leadership to a team developing strategic brand solutions for B2B companies. Design brand identities, visual systems, guidelines, and presentation tools to drive business growth. Present creative concepts to C-suite clients. Estimate project budgets and timelines. Collaborate with designers, strategists, project managers, and contractors. Mentor and coach junior team members.

- Designed identity for Bridgeway and consolidated its 17+ sub-brands under one unified master brand.
- Rebranded UniversalCIS as Xactus after merger with Credit Plus and 6 credit reporting agencies.
- Reinvigorated GBTA brand by developing a messaging platform and visual identity to articulate its renewed values and purpose.
- Wrote and presented Visual Brand Identity Process training guide, enhancing efficiencies and collaboration between account and creative teams.
- Won Transform Awards, North America for Bridgeway, GBTA, and Xactus branding projects.

Clients: Bridgeway, Xactus, GBTA, Gener8, Cadiz, Clarest Health, EDO, SBI, Bonsai, CentralReach, Randall Reilly, Convergency Partners, Pariveda, Iownit, Redzone, SFAA, Syndigo, DXC Technology

Mod Op | Creative Director | Mar 2021–Sep 2021

Oversaw branding, design, and concept development for clients in hospitality, tourism, and professional services.

- Art directed photographers and models in Nassau, Bahamas to build a library of over 250 images for Baha Mar Resort.
- Created storyboards for promotional short films and designed campaigns, digital communications, retail identities, and signage.
- Guided and mentored 2 junior designers.

Clients: Baha Mar Resort, Italian National Tourism Board, Thomson Reuters, Hampton by Hilton

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Experience (continued)

Ryan Paul Studio | Freelance Designer | Apr 2020–Mar 2021

Developed visual identities, brand systems, digital experiences, and campaigns for agencies and independent clients.

Clients: Sustena, Brandpie, Carpenter Group, Sequel Studio

McGarryBowen | Creative Director (contract) | Jul 2019–Apr 2020

- Oversaw digital experience team consisting of a UX designer, junior designer, and copywriter.
- Boosted online conversions by redesigning and simplifying American Express Automated Payments landing page.
- Developed strategy and brand toolkit for American Express Travel to communicate benefits to Card Members.
- Led meetings and presented ideas to client stakeholders.

Client: American Express

Sandbox | Senior Art Director (contract) | Apr 2018–Jul 2019

- Designed American Express Member Essentials, a targeted email newsletter for Card Members.
- Personalized up to 100 variations each month by harnessing customer data. Improved open and conversion rates and elevated brand awareness among audiences.

Client: American Express

Prophet Brand Strategy | Design Director | Nov 2009–Nov 2016

- Led a 3-person creative team responsible for designing global brand identities.
- Oversaw creative accounts generating \$1.2M in annual revenue.
- Launched outdoor campaign for Abbott Laboratories in London, New York, Chicago, and Tokyo.
- Developed communications impacting Pentair's 30,000 global employees.
- Rebranded Extended Stay America's 700 hotel properties.

Clients: Abbott, T. Rowe Price, GE Healthcare, Extended Stay America, Pentair