

# Ryan Underwood

## Art Director and Graphic Designer

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## Introduction

As a Graphic Designer and Art Director with over 4 years designing and building brands in Commercial and Residential Real Estate and 2 years leading branding strategies, web, and email design, and Art Direction of a team of designers in the Mortgage Industry.

## Skill Set

- ▶ Branding
- ▶ Publication
- ▶ Marketing
- ▶ Project Management
- ▶ Web Design
- ▶ Developer Management
- ▶ Static Site Development

## Tool Set

- ▶ InDesign
- ▶ Illustrator
- ▶ Photoshop
- ▶ Sketch
- ▶ HTML/CSS
- ▶ Jekyll
- ▶ WordPress
- ▶ Forestry.io

## WORK HISTORY

### CrossCountry Mortgage

Art Director

- ▶ Lead design strategies to be inline with existing brand standards
- ▶ Redevelop and conceptualize existing marketing materials
- ▶ Create new strategies and marketing products
- ▶ Design and develop micro-sites for Loan Officers, and Corporate
- ▶ Manage and direct internal design teams, and freelance teams

### Perl Mortgage

Art Director and Front-End Designer

- ▶ Lead design strategies to be inline with existing brand standards
- ▶ Redevelop and conceptualize existing marketing materials
- ▶ Create new strategies and marketing products
- ▶ Design and develop micro-sites for Loan Officers, and Corporate
- ▶ Manage and direct internal design teams, and freelance teams

### Frey Design Group

Senior Designer and Front-End Designer

- ▶ Conceptualize branding and publication designs
- ▶ Design and develop touch tours for various commercial buildings
- ▶ Design and develop websites and materials for commercial Real Estate clients such as JLL and CBRE
- ▶ Build branding and guidelines for various clients ranging from Non-profits to Real Estate

### 22CM

Designer

- ▶ Design advertising for various publications
- ▶ Publication layouts for magazines, articles, and news websites
- ▶ Utilize MailChimp to build emails for marketing, articles, and subscription scenarios

## EDUCATION

### Illinois Institute of Art Chicago

Bachelors of Science Graphic Design

- ▶ Gain knowledge in branding, layout, publication, strategies, HTML, CSS, and all-around design.
- ▶ Focus on learning design software