



RYAN FETZNER

Art Direction &
Graphic Design

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SKILLS

Branding
Print Design
Web Design
Advertising
Packaging
Art Direction
Illustration
Pre-Press
Project Management
Product Photography
Production Assistance
Basic Web Development
(HTML & CSS)

PROGRAMS

Illustrator
Photoshop
InDesign
Acrobat
Pages
Keynote
Microsoft Office
Wordpress
Basecamp
Harvest
Campaign Monitor
Mail Chimp
SketchUp

SUMMARY

Creator of intriguing solutions for an array of diverse Clients' needs through strategic graphic design skills. Attention to detail through savvy implementation of Illustrator, Photoshop, and InDesign. Proactive in learning new creative programs so far including: After Effects, Sketch, and the latest web development standards.

EXPERIENCE

Graphic Designer, Grid Marketing

Dec. 2014 – Apr. 2017

Main duties included the direction and production of both physical and digital materials for the marketing agency. This ranged from brand style guides, the pre-press of to-be-printed materials, web designs, email campaigns, digital ads, packaging layouts, and helping ongoing social media efforts. Occasionally assisted in photo and video shoots. Worked closely under a creative director in the planning, coordination and execution of marketing deliverables. Production team included a copywriter and a web developer.

Graphic Designer, Going To The Sun Marketing

Apr. 2010 – Dec. 2014

Started as a sales consultant and account executive; after the first year I was promoted to the graphic design position. Worked on many print and web projects and assisted in other areas of marketing. Had a direct role in anything that was sent to the printers. Eventually acted as the Art Director on many projects with my team.

Freelance Designer, Blend Studios

Jun. 2007 – Apr. 2010

Main duties were creating original artwork for print and web use. Other duties included brainstorming and planning marketing objectives with current clients, assisting in web development, and working with various printers to ensure quality print results. Also acted as the brand ambassador for the design studio.

EDUCATION

Rochester Institute of Technology '06

BFA Graphic Design

Minor: Communications

Sage College of Albany '03 (Magna Cum Laude)

AAS Illustration

AWARDS

CUNA 2017 Diamond Awards

Complete Campaign: Whitefish CU – Take a Break

Complete Campaign: Whitefish CU – School Spirit Debit Cards

Plastic Access Card Design: Whitefish CU – School Spirit Debit Cards