



RYAN FETZNER

Art Direction &
Graphic Design

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518.330.8129
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SKILLS

Branding
Print Design
Exhibit Design
Web Design
Advertising
Packaging Design
Illustration
Pre-Press
Art Direction
Project Management
Product Photography
Production Assistance
Basic Web Development
(HTML5 / CSS3 / Javascript)

PROGRAMS

Illustrator
Photoshop
InDesign
Acrobat
AutoCad
Pages
Keynote
Microsoft Office
Wordpress
Campaign Monitor
Mail Chimp

SUMMARY

Creator of intriguing solutions for an array of diverse Clients' needs through creative problem solving skills. Primary focus is to design print and digital creative deliverables with strict attention to the client brand standards.

EXPERIENCE

Graphic Designer, MSM Inc.

Oct. 2017 – June 2020

Helped produce one-of-a-kind trade show exhibit environments and engaging brand experiences for top 100 US companies including Johnson & Johnson, ServiceNow, Cisco Systems, Ferrero, DocuSign, and others. Work closely with teams of managers, designers, engineers, production, and warehousing staff on 50+ booths per year. Ensure all graphics complies with various brand standards. Handled multiple print and digital projects while maintaining high-quality output within tight time constraints. Created many creative deliverables for field marketing events which included: turnkey booth graphics, sales flyers, theater schedules, in-booth presentation decks, social media cards, and various literature pieces. Worked on permanent installation exhibits for the UofR Strong Hospital. Took part in numerous planning meetings for future exhibits. Helped support internal MSM marketing/sales efforts.

Graphic Designer, Grid Marketing

Dec. 2014 – Apr. 2017

Worked closely under a creative director in the planning, coordination and execution of marketing deliverables for small to mid-size organizations across the US. This included brand style guides, print collateral, website designs, email campaigns, static and animated digital ads, packaging layouts, large format displays, and social media campaigns. Occasionally assisted in photo and video planning and shoots.

Graphic Designer, Going To The Sun Marketing

Apr. 2010 – Dec. 2014

Started as a sales consultant. After the first year I was promoted to a graphic design position. Worked on many print and website projects. Eventually acted as the Art Director on many projects.

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