



# RYAN FETZNER

Art Direction &  
Graphic Design

[ryanfetzner.com](http://ryanfetzner.com)  
518.330.8129  
[ryan@ryanfetzner.com](mailto:ryan@ryanfetzner.com)

## 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 – Dec. 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*