

# Timothy Ryan

CREATIVE LEAD / ART DIRECTOR / BRAND DESIGNER



A creative and results-oriented design professional with a strong foundation in both print and digital mediums. With years of hands-on experience in crafting compelling marketing and promotional materials, I specialize in translating complex requirements into clear, engaging visual solutions. A natural leader, I excel at guiding teams through the design process to deliver impactful solutions that not only meet client objectives but also enhance brand presence and drive engagement. Passionate about innovation, I bring a blend of creativity, strategy, and executional excellence to every project.

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## SKILLS & EXPERTISE

### Personal

- With more than 30 years of experience in creative and marketing services, I have successfully strategized, designed, and executed highly targeted, insight-driven digital, web, and print marketing solutions for leading retail, pharmaceutical, and marketing technology organizations.
- I bring strong technical expertise, analytical thinking, and business development acumen, complemented by candor, poise, resourcefulness, and an unwavering commitment to quality and client satisfaction.
- My situational management approach has consistently delivered proven results in building and leading high-performing, award-winning creative teams and individuals.
- As a dependable and adaptable team player, I am recognized for my attention to detail, sense of humor, approachability, and deep passion for both my craft and the diverse cultures and colleagues with whom I collaborate.

### Professional

Creative Direction	Dynamic Content	Issue Resolution
Concept Ideation	CRM	Team Management
Brand Design & Systems	B2C & B2B	Performance Management
Creative Selling	Multichannel Solutions	Staff Training
Sales & Enablement Design	Customer Engagement	Client & Vendor Relations
Campaign Creative	User-Experience	Pricing & LOE Estimating
Outbound Marketing	Product Photography	Resource Planning
Web & Digital Design	Labeling & Packaging	CapEx Budgeting
Print Design	Project Execution	
Event Design	Process Development	
Email Marketing	Production Optimization	
A/B & Multivariate Testing	Problem Solving	

### Software & Tools

<b>IMAGE EDITING:</b> Adobe Photoshop, Affinity	<b>EMAIL:</b> BeeFREE, Veeva Engage/Bee Editor, Stripo, SendGrid
<b>ILLUSTRATION:</b> Adobe Illustrator, Affinity	<b>BANNER ADS:</b> Creatopy
<b>PUBLISHING:</b> Adobe InDesign, Affinity, Canva	<b>CONTENT/CRM:</b> Vodori, Pitcher, SFMC, Veeva Vault PromoMats/CLM
<b>PRESENTATION:</b> Powerpoint, Prezent, Prezi	<b>PROOFING:</b> GlobalVision, Proof HQ
<b>BUSINESS:</b> Acrobat, Word, Excel, CoPilot	<b>PM:</b> Jira, Monday.com, Basecamp
<b>VIDEO/ANIMATION:</b> Camtasia, Premiere Elements, iMovie	<b>UTILITY:</b> Snagit Pro, WinZip, DropBox, WeTransfer, QR Code Generator, Campaign URL Builder, GTM
<b>WEB:</b> Wix Studio, WordPress, Adobe Dreamweaver	<b>SURVEY:</b> SurveyMonkey, SurveyGizmo
<b>WIREFRAMING:</b> Figma, Adobe XD	

## TEAM ACCOLADES

W3 • MarCom • Davey • ECHO • MITX • DMA International • ClickZ Excellence • eTAIL Client Award • NEDMA • IAC • eConsultancy

## EXPERIENCE

### 2018 - Present

#### SR. MANAGER, CREATIVE STUDIO

**AZURITY PHARMACEUTICALS** | Woburn, MA

Founded and actively lead the organization's creative studio - *as part of the digital innovations & marketing ops department* - building a high-performing team by fusing design fundamentals, channel best practices, targeted messaging, and marketing insights to elevate customer engagement and drive performance for 35+ pharmaceuticals brands and the parent organization across digital, print, web, email and social.

### 2016 - 2017

#### VICE PRESIDENT, CREATIVE SERVICES

**ZETA GLOBAL** | Burlington, MA

Led Zeta's studio practice (team of 4) in the creation of data-driven customer experiences through the integration of fundamental design principles, direct response know-how, cutting-edge technologies and channel creative best practices.

### 2015 - 2016

#### ASSOCIATE CREATIVE DIRECTOR, EMAIL

**STAPLES** | Framingham, MA

Inspired a team of channel focused email designers (team of 7) in executing targeted, engaging and memorable creative solutions for various Staples business segments - North American Stores, Online and Commercial.

### 2011 - 2014

#### CREATIVE GROUP HEAD

**89 DEGREES** | Burlington, MA

Led the organizations creative and digital studio practice (team of 5) - bringing to life the integration of visual design, targeted messaging, and marketing analytics to help drive customer engagement.

### 2000 - 2011

#### VICE PRESIDENT, CREATIVE SERVICES

**E-DIALOG** | Burlington, MA

Built and led e-Dialog's internal creative studio (team of 10+) consisting of graphic artists, web + print + interactive designers, writers, and front-end developers in delivering compelling creative solutions across email, web, print, interactive and social.

### 1987 - 1999

#### MANAGER, GRAPHIC SERVICES

**SPIRE CORPORATION** | Bedford, MA

Managed and supported day-to-day operations of internal graphics, corporate publishing, and copy center (team of 7) for hi-tech R&D and manufacturing firm.

