



WILL RYAN

DESIGNER // ART DIRECTOR // PHOTOGRAPHER

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EDUCATION

University of Illinois at Urbana-Champaign

Bachelor of Fine Arts in Graphic Design // May 2013

GPA: 3.62/4.0

Dean's List

SKILLS

Advanced

Sketch, Figma, Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Principle, Ableton Live, Microsoft Office

Intermediate

Zeplin, Adobe XD, After Effects, HTML5/CSS3, Film developing (black and white and C-41 color)

PROFESSIONAL INVOLVEMENT

Graphic Design Students at Illinois (GDSI)

Champaign, IL // Aug 2010 – May 2013

EXHIBITIONS

Oregon Explored

Newberg, OR // Jan 2016

Photograph selected to be included in the first issue of a nature-focused magazine

Robert Morris University Art Show

Orland Park, IL // Fall 2009

Contributed a series of photographs to be a part of an exhibition

EXPERIENCE

FCB Chicago // Associate Creative Director, Digital

Apr 2019 – Present

Previously: Senior Art Director (Apr 2019 – Sep 2021)

- › **Clients:** Discover Bank, Diners Club International
- › Work as a design and UI specialist at Adweek's 2020 Agency of the Year
- › Design mobile app/web products and experiences for various brands and new business pitches
- › Helped lead the creation of a pixel-perfect design system for Discover's mobile app and website, adhering to accessibility and UX best-practices at every step
- › Led the website redesign and design system creation for DinersClub.com
- › Involved in design process from initial ideation and research, to executing and iterating, to delivering final assets and ensuring quality standards are met
- › Oversee and provide feedback to junior and mid-level Art Directors and Designers
- › Present work to clients, stakeholders, and sister agencies regularly, ensuring visual consistency across multiple parts of the Discover business

Havas Chicago // Senior Art Director & Digital Lead

May 2013 – Apr 2019

Previously: Art Director (2016 – 2017), Digital Designer (2013 – 2016)

- › **Clients:** DISH Network, Natural American Spirit, Vitamin Water, Cracker Barrel, Terminix
- › Worked as a creative specialist for digital, social, email, and print projects at an internationally renowned advertising agency
- › Lead Designer for the complete website redesign and design system creation for Natural American Spirit
- › Led and mentored junior and mid-level Art Directors and Designers
- › Art directed photo and video shoots
- › Created original photo, video, and motion graphic content for social campaigns
- › Simultaneously balanced multiple projects under critically tight deadlines
- › Contributed concepts and work to new business pitches

buzz Magazine // Designer

Feb – May 2012

- › Designed magazine covers and layouts for The Daily Illini's weekly magazine on local art, food, and entertainment
- › Worked on a team with other designers, photographers, writers, and editors in a fast-paced environment

Ninth Letter Arts and Literary Journal // Designer

Jan – Dec 2012

- › Involved in the creation of an award-winning biannual arts and literary journal from initial concept stages to attending the final press check
- › Worked with other designers to create the Vol. 9, No. 1 issue's art feature, an interview with painter Laurie Hogin accompanied by a selection of her work
- › Created intricate geometric patterns to be used throughout the Vol. 9, No. 2 issue

