



NATALIE RYAN

EXPERIENCED ART DIRECTOR

PROFILE

I am an innovative Art Director with experience leading Creative Services teams for iconic media brands such as TIME and FORTUNE. I excel at communicating a brand's vision clearly and effectively and am seeking creative opportunities.

EXPERTISE

Adobe Creative Suite
Event Signage/Trade Show Graphics
HTML5 & CSS3
Keynote/PowerPoint Presentations
Print Production/Pre-press
WordPress Development
Work-flow and project management

EDUCATION

**Bachelor of Fine Arts /
The Cooper Union for the
Advancement of Science and Art**
Awarded a four-year, full-tuition
scholarship (1999 - 2003)

CONTACT

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FREELANCE ART DIRECTOR / GRAPHIC DESIGNER (Jun. 2016 - Present)

Art Director, TIME Dealer of the Year (Jun. 2016 - Present)

- Design and production for all on-site signage
- Continue to update and maintain the event website and forms

Digital Marketing Designer, Visto (formerly Collective) (August 2017-Present)

- Developed Visto's wiki site (help.vistohub.com) using WordPress
- Design and code all email marketing: newsletters, drip campaign and announcements

Creative Consultant, PDN, Emerald Expositions (August 2016 - Present)

- Branding for the 2017 Photo Plus Expo: Logo, style guide and brand ads
- Design of Editorial Features and Contest Winner Galleries including the 2016 Holiday Gift Guide, and the Spring 2017 issue of *PDNedu*
- Develop print and digital call-for-entries ads for *PDN* contests

Creative Consultant, Protect (October 2016 - Present)

- Branding for this unique startup that tests and maintains machinery through the use of vibration analysis including logo, [website](#), car decals, brochures, ads and templates for proposals, presentations and analysis reports

Creative Consultant, Adweek (September 2017-Present)

- Marketing and events designer: created animated banner ads, coded html emails and PowerPoint event presentations

Art Director, 2017 TIME 100 Gala (2017 Gala)

- Design and production for all on-site signage including step & repeats, digital displays, elevator signs, wrist bands, etc.
- Provided on-site management of event build-out and ensured all sponsor activations were captured effectively by shadowing the photographer
- Acted as the on-site client relations manager

TIME INC.

Art Director, Creative Services, (Feb. 2014 - Jun. 2016) / Multimedia Art Director, TIME (Mar. 2012 - Feb. 2014)

- Art directed a team of designers (at first only for TIME but later the group merged with FORTUNE and MONEY): managed work-flow, prioritized & maintained tight deadlines. I oversaw projects to ensure they met brand guidelines and drove sales. I encouraged collaboration and inspired the team through sharing top design trends and leading weekly department meetings.
- Contributed to revenue generation/growth through strategic brainstorming with the sales and marketing teams to develop multi-component promotions for all sales initiatives and signature events/conferences.
- Created multimedia brand campaigns for editorial products and franchises, including: FORTUNE 500®, TIME100, and *TIME Style & Design*.
- Collaborated with the internal events team to develop and execute "red carpet" events: marketing collateral, sponsorship opportunities, print and email invitations, signage, scouting and directing photographer and videographer, event build out and art direction of recap videos.
- Redesigned all presentation and sell sheet templates to accentuate the editorial design evolution for TIME, FORTUNE and MONEY.
- Developed TIME, FORTUNE and MONEY's digital media kits by writing a custom, responsive WordPress theme using HTML5, PHP, CSS, jQuery and multiple plug-ins and adapting the theme for each brand. TIME had the first responsive media kit in the industry and acted as a mobile tool for sales staff.

SMITHSONIAN ENTERPRISES

Art Director (May 2011 - Mar. 2012) / Associate Art Director (Jan. 2008 - May 2011)

- As principal designer, I actualized the creative needs of all brand departments: sales, marketing, digital, and circulation.
- Invigorated the perception of *Smithsonian* through a redesign of all client-facing materials, resulting in a 19.73% increase in revenue for 2011.
- Art directed a redesign of *Smithsonian.com*, enhancing all aspects of navigation, which contributed to a 40% increase in UVs within 4 months.
- Played a key role in generating new business for Smithsonian Media, including 360° client programs, events, sweepstakes and advertorial sections (print and digital).
- Re-branded Museum Day, resulting in two new sponsorships, 500MM+ media impressions, and a 66% increase in Museum Day attendance to 500,000.

THE NIELSEN COMPANY (FORMERLY VNU BUSINESS MEDIA)

Art Director: PDN (2007), Incentive, Training, Sales & Marketing Management (2005 - 2007) / Associate Art Director, Creative Services (2003 - 2005)

- Redesigned *Incentive* and *Training* magazines. Boosted revenue for both titles and ushered the largest issue of *Incentive* at the time.
- Received an American Business Media Design Award for B-to-B Media Kits.
- Directed a total redesign and re-branding of *MeetingNews*, contributing to the debut issue's nomination for a Neal Award for "Best Overall Issue."
- Maintained the annual creative budget for each title.
- Negotiated with, hired and art directed photographers and illustrators for cover and feature artwork.