



NATALIE RYAN

As Creative Director with 18 years of experience in multiple disciplines from printed media to UX design, I believe no matter the media, telling clear, digestible business stories is the same art.

Contact

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Specialties

Design leadership and workflow management

Brand/Identity Design

Responsive email coding (Pardot, HubSpot, Campaign Monitor and MailChimp)

WordPress development

Signage for conferences and red carpet events

Sales outreach such as presentations and proposals

UX design using Adobe XD or Sketch

Education

BFA, The Cooper Union for the Advancement of Science and Art (awarded a 4-year full-tuition scholarship)

Software/CRMs Used Daily

Adobe Creative Suite

HubSpot

Pardot

WordPress

Collaboration tools such as Slack, Teamwork, and Jira

Professional Experience Includes:

TapClicks, Creative Services Director

Jul. 2019-Current, promoted from Creative Services Manager in Dec. 2020

Creative visionary for all marketing including a brand refresh that contributed to 50% YOY revenue growth in 2020: an updated logo and color palette, a total redesign of tapclicks.com, custom responsive email templates, social media graphics, thought leadership, product sheets and sales presentations.

Developed a fast road map to position TapClicks as a Google Certified Partner through landing pages, email promotions, social media advertisements and an interactive ROI Calculator.

Brainstorm with department leads to create a shared vision for advertising. Lead design teams to complete projects from early concept stages to production: hiring contractors, creating briefs, managing timelines and ensuring all manifestations of the idea stay true to the brand.

Improved customer success through building a new, easy to navigate knowledge base in ZenDesk (support.tapclicks.com) and designed graphics for a new LMS (learn.tapclicks.com). The new knowledge base saw an increase in traffic of 306% YOY in 2020.

Creative lead on all acquisitions: maintain customer outreach and marketing initiatives to grow revenue while subtly updating their branding to fit into the TapClicks family of brands.

Natalie Ryan Design, Owner/Principal Designer

Jun. 2016 - Jul. 2019

Visto, Creative Services Designer: Collaborated with product marketing to develop a knowledge base that fully explained the world of Programmatic media and acted as a guide for users to learn the product. Custom coded the monthly newsletter and all announcement emails (in Pardot), designed product sheets and on-boarding materials.

TIME, Art Director for the TIME100 Gala (2017, 2018 and 2019): Designed all red carpet signage, digital displays/slideshows, sponsor activations (auto displays, custom bar setups and lounge areas); managed event build-out on site, and acted as the on-site client relations manager while shadowing the photographer to ensure the sponsor-related visuals exceeded expectations.

Other Contracted Projects Include: The TIME Dealer of the Year Awards; Brand Presentations for Zoetis' Pet Pharmaceuticals, ProHeart6 and Proheart12; AdWeek's Brand Genius Awards promotions; branding of the 2017 PhotoPlus Expo, contest galleries and feature articles for Photo District News and Rangefinder.

Time Inc., Art Director, Creative Services for TIME, FORTUNE, MONEY

Mar. 2012 - Jun. 2016, promoted from Multimedia Art Director in Feb. 2014

Contributed to revenue generation/growth through strategic brainstorming with the sales and marketing teams to develop multi-component promotions for signature events/conferences such as the TIME100, TIME's Person of the Year, FORTUNE 500®, FORTUNE's 40 Under 40.

Collaborated with the internal events team to develop and execute "red carpet" events: marketing collateral, sponsorship opportunities, invitations, signage, scouting and directing photographer and videographer, event build out and art direction of recap videos.

Redesigned all client-facing materials for TIME, FORTUNE and MONEY, including digital media kits. TIME had the first responsive media kit in the industry.

Smithsonian Enterprises, Art Director

Jan 2008 - March 2012, promoted from Associate Art Director in May 2011

Invigorated Smithsonian through a redesign of all client-facing materials, resulting in a 19.7% 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 special sections including a re-branding of Museum Day, resulting in two new sponsorships, 500MM+ media impressions, and a 66% increase in attendance.