



# RYAN L. WAGNER. CREATIVE.

A Jack-of-many-trades creative leader with over 18 years of experience | Combines imaginative thinking, strategic vision, marketing savviness and a stellar art and design background to produce top-notch, breakthrough creative in a wide range of mediums including print, digital, environmental, social media and video | A player-manager that roles up his sleeves, leading by example and positive reinforcement, excelling in a fast-paced, fun, energetic and highly collaborative environment

## EXPERIENCE

### Senior Design Director | Miller Zell | July 2023 - present | Atlanta, Ga

- Design Lead on a variety of projects including environmental brand activations, pitch decks, branded artwork programs and internal communications
- Leads the generation of ideas from concept to presentation to execution with a goal of improving customer experiences
- Collaborate closely with clients, project managers, copywriters, art directors, production artists and third-party vendors to concept, strategize and execute creative output for various brands within company portfolio
- Received three Addy awards for brand activation project

### Creative Lead and Manager of Art Direction | The Home Depot | February 2022 - March 2023 | Atlanta, Ga.

- Led Retail Media creative team to execute custom, omni-channel campaigns in digital, social and broadcast for retail partners
- Collaborated with marketing teams, strategists and agency partners to develop concepts for campaigns, managing timelines, deliverables and relationships
- Worked closely with retail media partners to develop and execute campaigns while leveraging and protecting the Home Depot brand

### Creative Director | FOCUS Brands | October 2015 - March 2020 | Atlanta, Ga.

- Built, directed and mentored team of art directors, copywriters, designers and content creators to execute creative initiatives for two brands within the FOCUS Brands portfolio
- Developed trustworthy and respectful relationships with clients with open and honest communication to effectively and comprehensively understand the clients' objectives
- Led the generation of ideas from concept to presentation to execution with a goal of improving customer experiences and year-over-year sales across a variety of mediums including print, UX, digital, video and social media
- Collaborated with cross-functional internal teams as well as external agencies to develop creative platforms for branding, national marketing campaigns and sales initiatives using strategy, research and consumer insights
- Led successful re-branding and brand evolution projects, managing key stakeholder relationships and achieving customer and franchisee satisfaction
- Spearheaded extracurricular and team building activities for entire Creative Department

### Creative Director/Owner | Foundry 43 Creative, LLC | April 2012 - October 2015 | June 2020 - July 2023 Nashville, Tenn. and Atlanta Ga.

- Worked one-on-one with clients across a broad spectrum of industries to create brand identities, websites, marketing collateral and printed material; clients ranged from large Fortune 500 companies to small business start-ups to independent musicians and writers
- Single-handedly built, launched and ran all functions of small business
- Worked with community partners and a local non-profit to create a body of work to raise funds and awareness for charity



**RLW. CREATIVE.**

## EXPERIENCE cont'd

**Designer/Art Director | McAlister's Corporation | Jan 2007 - May 2012 | Ridgeland, Miss.**

- Directed the timing and quality of deliverables for multiple projects from inception through the creative process to the execution of all materials ensuring the work was on time, on budget and on brand
- Organized and directed photo shoots for national promotions, in-store collateral and digital usage and archived all assets
- Partnered with the marketing team in the ideation and execution of inspiring, strategic, and innovative creative concepts across all platforms to advance ideas, develop campaigns and deliver both a unique visual look and a strong "voice" for every execution
- Designed and enhanced the brand look and feel of all creative deliverables including in-store print elements, digital signage, LSM initiatives, web content, brand apparel, internal programs and national conferences
- Oversaw junior graphic designers and managed relationships with print and digital vendors

## SKILLS & ACCOLADES

- Ability to build and foster good relationships with clients and develop open communication in order to fully understand objectives and meet their needs
- Thoughtful, compassionate leader and team builder
- Collaborative, inclusive and hive-minded team player
- Outside-of-the-box conceptualizer
- Expert-level designer and illustrator
- Stellar written and verbal skills
- Excellent presentation skills
- Logical problem solver
- Critical, strategic thinker
- Positive disruptor
- Ability to adhere to projects of any size or budget
- Thirst for knowledge and acquiring new skills
- Ability to multi-task on several projects at a time
- Entrepreneurial savviness, grit and determination
- Proficient in Adobe Creative Suite, Microsoft Office Suite, Keynote, Sketch-Up, Procreate, Prezi, Wix and Mailchimp
- Comfortable in both Mac and PC platforms
- Storyboarding and illustrative comping
- Award-winning artist, illustrator and designer

## EDUCATION

University of Mississippi  
Bachelor of Fine Arts, 2005  
Emphases in both Studio Arts and Graphic Arts

## PORTFOLIO

[www.ryanlwagnercreative.com](http://www.ryanlwagnercreative.com)

## REFERENCES

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