

RYAN L. WAGNER | CREATIVE

A powerhouse creative leader with 20 years of experience | Combines imaginative and big picture thinking, strategic vision, business sawiness and a stellar art and design background to produce top-notch, breakthrough creative | Experienced in a wide range of mediums including print, UX, environmental, social media and video | Passionate about brand storytelling and building authentic and meaningful experiences | A player-manager that roles up his sleeves, leading by example and positive reinforcement | Excels in a fast-paced, fun, energetic and highly collaborative environment

Senior Design Director | Miller Zell | July 2023 - July 2025 | Atlanta, Ga.

- Spearheaded immersive brand and design activations by leading teams, collaborating cross-functionally, pitching concepts and executing deliverables for retail & restaurant spaces, sports & music venues and convention centers
- Worked with clients including **Citizens Bank, Regions Bank, At Home, Sam'sClub, SMU, Dick's Sporting Goods and Church's Chicken** to develop and execute brand activations
- Key collaborator and designer on team that won three Addy Awards for Citizens Bank at New York City Marathon

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 with retail media partners including **ESPN College Game Day, GE, Koeler, Samsung, Traeger, Ecolab, Lifeproof** and more to develop and execute campaigns while leveraging and protecting the Home Depot brand

Consultant and Freelance Art Director | June 2020 - present | Atlanta, Ga.

Worked intimately with clients in a wide array of industries, elevating the creative output for various projects

Client list and work includes:

- **Sky Zone** - Art direction and development for digital campaign
- **Smalls Sliders** - Creative lead for brand development
- **Popmenu** - Creative consultant for brand evolution project
- **Giving Kitchen** - Creative consultant for overall branding/design, decor and experience for largest annual fundraising event
- **Spanx** - Concept and execution of creative for new men's product line rollout
- **Indeed** - Content production for five-part video series
- **ASCENT Hospitality Management** - Development of franchise sales collateral for two brands within company portfolio
- **AW Enterprises** - New brand identity development and web presence for brand within company portfolio
- **Buss Brands** - Rebrand for restaurant identity for small restaurant chain within company portfolio
- **Eat Loco** - Brand identity development for local delivery start-up

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

- 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
- 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
- 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. Teams included: brand marketing, social media, PR, operations, store architects and interior designers, web and UX team, franchise sales and external consulting and UX agencies
- Led successful re-branding and brand evolution projects, managing key stakeholder relationships and achieving customer and franchisee satisfaction

EXPERIENCE

Creative Director/Owner | Foundry 43 Creative, LLC | April 2012 - October 2015 | Nashville, Tenn.

- 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 and small businesses/start-ups as well as musicians, authors and politicians
- Single-handedly built, launched and ran all functions of small business, increasing profit growth for 3 years
- Worked with community partners and a local non-profit to create a body of work to raise funds and awareness for charity

Designer/Art Director | McAlister's Corporation | Jan 2007 - May 2012 | Jackson, 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 AND 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, team builder and manager
- 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 Suite, Keynote, Sketchup, Procreate, Prezi and Figma
- Comfortable in both Mac and PC platforms
- Storyboarding and illustrative compositing
- Award-winning designer and artist
- Addy Award winner for brand experience

EDUCATION

University of Mississippi

Bachelor of Fine Arts, 2005

Emphases in both Studio Arts and Graphic Arts

PORTFOLIO

www.ryanlwagnercreative.com

REFERENCES

Tina Chadwick Colby | Head of Accounts | Luckie & Co.
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Brandon Friedman | Creative Director | Acadia
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Margaret Crifasi | Partner, VP of Sales Vivid Ink Graphics
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