



ryan freeman
 ryan.freeman@me.com
www.ryfreeman.com
 creative direction + design

With over 16 years of creative experience spanning digital media, e-commerce, marketing, advertising and brand; I take a hands-on approach to push forward creative strategy, vision + communication in developing teams to produce exceptional work.

EXPERIENCE



COMPASS GROUP | UNIDINE
Creative Direction + Design
 2014-Present
 Responsible for strategy and design for new programs developed by Unidine at Compass Group. Those include Diamond Standards, Monthly Promotions, ReadyFresh, Relish and OrderIn. Led brand design overhaul of all marketing collaterals. Built, mentored and diversified the marketing team across web, print, branding, illustration, multi-media, video and mobile disciplines. Oversaw brand development of Coreworks, Unidine's newly launched company that is already breaking sales month over month.



VISTAPRINT
Senior Designer
 2010-14
 Collaborated with marketing partners to determine UX/UI customer-centric focused pathways for e-mail redesigns. Designed/coded responsive e-mail for Global campaigns that increased profits by 20% year over year through new transparency efforts. Lead creative concepts for online business and consumer product catalog for **Staples**. Developed creative consistency brand guide for Strategic Partnerships, which included **FedEx, Zuumba, Staples** and fashion brands.



FILENE'S BASEMENT
Senior Designer
 2004-10
 Responsible for strategy and art direction, design, layout, planning and printing schedule for national website, print, online, outdoor, TV and interactive media. Designed monthly landing pages for retail promotions and sales events. Coordinated website, Facebook, Twitter, e-mail blasts and print collateral for brand consistency and advertising messages. Managed, designed and produced quarterly retail catalogs. Fully developed outdoor advertising campaigns in 2008-2009 that increased sales in NYC and Chicago up 18% during running months.



DESIGN LINK
Junior Designer
 1999-04
 Produced print cutsheets and catalogs for marketing and sales initiatives for 15 European furniture lines offered in the artitect and designer commercial market. Supported all trade show initiatives. Developed all brand materials for the Design Link SOHO retail location in NYC. Front-end website design for company site and intranet portal for client communications with suppliers.

Consulting



ECOLOGIC
Creative Direction + Design
 2000-Present
 Solely created brand, marketing collaterals and advertising campaigns for Ecologic pest control business. The highest rated pest control company in MA.



LIFE IS GOOD
Creative Direction + Design
 2019
 Launched new website redesign. Concepts and design for homepage, top navigation, cart checkout process and bottom footer categories. Teamed up with back-end outside development team and collaborated with inside design team at LIG.

Kylélabs

KYLÉLABS
Creative Direction + Design
 2019
 Oversaw new brand ID system development for company to use in marketing, social and B2B for the CBD vaping industry. Led team of 3 designers and 2 copywriters, concepting and executing all marketing touchpoints.

BakerStone

BAKERSTONE
Creative Direction + Design
 2017-18
 Website redesign focusing on e-commerce running through SaaS methods. Redesign of all global packaging for 5 market segments. US, Canada, Europe, Australia and New Zealand. Created lifestyle photography shots for social media and website for better, more authentic customer experience and interaction. Designed B2B sales presentations and customer facing in-store promotions.

Sotheby's

SOTHEBYS
Creative Direction + Design
 2015
 Strategic creative and marketing campaign for a 75 unit, \$500M development for Sotheby's Real Estate. Reported closing sales of \$699k to \$1.8M per unit.

Zagster

ZAGSTER
Creative Direction + Design
 2015
 Effective managed and developed new brand standards and advertising campaign for successful rollout of Zagster's bike sharing app platform in 6 localized communities by creating an alternative to commuting in high traffic areas. The campaign "Behind the Handlebars" took off and generated an increase in usage in all areas.

EDUCATION

University of Massachusetts | Boston
 1996-1999
 B.A., Digital Arts and Design

Design Management Institute
 2002
 Brand Management Program

Northeastern University
 2001
 Webmasters Program

SKILLS

Creative Direction Principal Design Direction Scheduling and Budgeting Branding Strategy Partnerships Video Scripts / Storyboards Photo Shoots Mood Boards Technical Instruction	E-Commerce Design UX Design Email Marketing Direct Response / Conversion Online Display Banner Ads Targeted Landing Pages Retargeting Campaigns Branded Content Social Media	Marketing Design CRM Outdoor Advertising Print Advertisements Content Marketing In-store POP Corporate Identity Stationery Event Collateral Packaging
Sales Design Presentations Whiteboard Animation Proposal Comps Sales Collateral Media Kits EPKs Landing Pages	Software Adobe Creative Cloud Office + Keynote HTML, Light CSS Hubspot	

References available upon request