

RYAN GOETZ

Graphic Designer

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Sarasota, FL

Portfolio: ryangoetzdesign.com

PERSONAL STATEMENT

Hi, I'm Ryan! Experienced Graphic Designer with a talent for creating innovative designs using typography, images, and illustrations. Offering over a decade of experience, I am an enthusiastic team player who thrives in a fast-paced work environment. Passionate about design, learning, and growth. I inspire to create engaging and dynamic designs from conceptualization to delivery.

EDUCATION

2014 - 2015

Intermediate Web Design
CodeAcademy.com

2008 - 2012

Advanced Graphic Design
Savannah College of Art and Design

2004 - 2008

East Hampton High School

DESIGN SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Bridge
Microsoft Excel
Microsoft PowerPoint
Microsoft Word

WORK EXPERIENCE

Lead Graphic Artist

Suncoast Print and Promotions - Sarasota, FL. July 2024 - Current

Developed and designed creative graphics for a variety of promotional materials, including clothing, banners, brochures, business cards, digital assets, and more. Developed comprehensive style guides for businesses to ensure consistency in the use of brand assets across various platforms. Collaborated with clients to understand their vision and goals, translating concepts into visually appealing designs that met their needs. Assisted in the development of marketing campaigns by providing compelling visual content that aligned with the overall strategy and objectives of clients. Prepared final artwork for print production, ensuring all specifications were met, while collaborating closely with printers to ensure quality standards were achieved. Operated and maintained screen printing equipment to produce high-quality printed textiles and materials.

Graphic Designer / Senior Production Artist

Tervis - Venice, FL. August 2019 - March 2024

Designed drinkware and packaging for companies such as Disney, Lucas Films, Peanuts, Marvel, HBO, and more. Worked with a variety of sports leagues and teams on design themes, product finishes, large-scale rollouts, and special event drinkware. Designed and produced products for charitable organizations such as the American Cancer Society and Volunteer Florida Disaster Fund for Hurricane Ian Relief. Part of a team that assured sustainable file production and workflow management during company rebranding through research, experience, and new technologies. Created the current print production process for a variety of drinkware products. Streamlined guidelines for print production annually as I developed more efficient methods. Created product templates for new drinkware forms. Excelled on the team as the artist who is tedious and precise while always meeting quick deadlines on multiple projects at a time.

Production Artist / Print Production Specialist

ABC Imaging - San Francisco, CA. May 2015 - September 2018

Managed a variety of projects ranging from bookbinding, poster production, architectural model making, and 3D design and fabrication. Specialized in large format printing on mixed media and color correction. Created custom design work for a variety of projects and customers. Provided excellent service and quality while working on multiple projects with fast turnaround times. Collaborated with marketing team to launch promotional campaigns and proposal pursuits for potential clients. Oversaw inventory and profit/loss aspects of the operation. Pioneered the green business initiative to enhance sustainability and decrease waste around the office.

Freelance Graphic Designer/Production Artist

Chelos Hot Sauce - Tampa, FL. November 2016 - May 2017

Created company logo, packaging labels, product labels, promotional/seasonal material, signage, and branding guidelines. Designed and manufactured all aspects of packaging, including material selection, label fabrication, and formulated cost of construction and profit margins.

Freelance Graphic Designer

BeElite Nutrition - New York, NY. September 2015 - September 2016

Developed branding guidelines and marketing strategies. Created company logo, stationary, and employee business cards. Designed and digitally illustrated graphics for promotional items such as mailers, flyers, t-shirts, and tote bags. Collaborated with web developer on web page layout a design aesthetic.

Freelance Graphic Designer

Juusui - Oakland, CA. March 2015 - May 2015

Created website thumbnails, infographics, and digital illustrations for various tech companies. Designed the layout for multiple web pages. Created concept decks and presentations. Execute design layouts and revisions according to creative direction. Created and produced signage, flyers, and pamphlets for trade shows.