



# Ryan Padgett

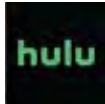
Graphic/Visual Designer and Presentation Specialist, with a passion for Branding, Identities, Digital Design and collaborating with people – sometimes also acting as a Project Manager – across varying departments to produce decks that people are excited about and proud to present.

RYANPADGETT.COM  
202.365.0592  
LINKEDIN  
EMAIL

**+16** years Designing, Directing and Project Managing Winning RFP's and C-Level Presentations for Fortune 500, Agency and Corporate Marketing/Sales Departments

ALONGSIDE

**+13** years Designing and Delivering Banner Ads, Interactive In-Video Ads, Ad Templates, Microsites and Responsive Websites for Regional, National and Global brands



**Hulu** 1.19-8.23  
**Design Manager**  
Greenhouse - Ad Sales, Marketing, B2B

Interdepartmental Cross-Functional Designer / Presentation Specialist / Project Manager

**Ad Product:** Collaborated/Consulted on new products, best practices, approval processes, 1-off custom requests. Designed/Managed templates, client-facing approval decks and deliverables.

**Ad Sales:** Presentation/Banner Design, FPO Key Art Design

**Marketing:** Designed/Managed Presentation templates including Product/Social/OOH/DOOH/Events mocks/comps. Designed/Managed 1-sheets, PPT Library/assets, Support emails.

**Product:** Ad Manager Visual/UI updates in Figma



**Simon & Schuster** 1.17-1.18  
**Sr. Digital Design Manager**  
Product

Led Corporate Brand Refresh, Logo and Website Redesign

**Cross-Department Collaboration:** Met with executives, product, and division leads to establish expectations and goals for their brands, authors, and audience.

**Corporate Identity + Website Redesigns:** Refreshed the historic 'Sower' mark. Led brand/identity research/redesign and implementing best practices, UX/UI on flagship site and network of B2B, PR, Division, Education, Distributor, etc. resource sites.

**Blog Identities + Website Redesigns:** *XOXO After Dark*, *Glammable*, *Off The Shelf*. Delivered guidelines, launch assets, logos, social assets, and banner ad packages. XOXO traffic rose +200%.

**UI Design/Consult:** Brad Thor, *Star Trek*, Stephen King



**Meredith Corporation** 3.18-8.18  
**Digital Design Director**  
Ad Product

Consulted, Designed and Delivered multimedia ads for clients across all industries for Meredith's properties

**Collaboration:** Worked with Project Managers and directly with clients to consult on capabilities and best practices. Designed and delivered creative.

**Ad Product:** Worked in Celtra to design and produce animated, interactive, responsive multimedia ad solutions.

**AD/Manager:** Occasionally filled in as Art Director and Manager of a small team of Jr. Designers.



**NBCUniversal** 5.10-4.15  
**Art Director**  
Portfolio Sales Marketing, Digital Ad Sales

1-Stop Design Shop/Creative Resource for the Digital Ad Sales Dept. and then the larger Portfolio Sales – including many properties like Bravo, E!, NBC, NBC Sports, Oxygen, SyFy, Telemundo, USA

**Sales Materials:** Brainstormed campaign strategy, advised creative capabilities, designed/managed presentation library + assets.

**Client Creative:** Worked with agency leads consulting, designing and delivering ads; banners, takeovers/skins, rich ad units, Branded Canvases (Innovid), microsites.

**Marketing:** Concept, design, and produce event assets; invites, posters, hanging banners, napkins, table tents, lanyards, itineraries, screens, step & repeats, presentations, giveaways.

**Training/Resource:** Led workshops on industry best practices, file management, creative landscape, tips and tricks for non-creatives.

## ADDITIONALLY



Virginia Commonwealth University  
BFA, Graphic Design

School of Visual Arts, NYC  
Typography  
Visual Branding

General Assembly  
User Experience Design

Design  
Direction  
Identity  
Digital  
Presentation  
UX/UI

Photoshop  
Illustrator  
InDesign  
Powerpoint  
Google Slides  
Keynote

Celtra  
Figma  
AfterEffects