

Ryan Blackburn

As a passionate designer with solid problem-solving skills, I merge user needs with business objectives to create innovative and scalable solutions.

CONTACT

678-421-4249 // mrrblackburn@gmail.com // portfolio: rblackburnstudio.com

EMPLOYMENT

February 2009 – Current

CONTRACTOR – Various Companies/Clients

- + Designed digital and print advertising, promotion, social media, and marketing content for multiple clients throughout the UK and the US, including VillageTV, BeyondHairUK, BET, SpeakOnIt.org, Atlanta Caribbean Association, etc.
- + Photo retouching, digital content for social media and interactive web banners, image research, conversion, and manipulation.
- + Produced print materials including brochures, magazine layouts, leaflets, advertising, posters, packaging, and mail campaigns.
- + Direct client brainstorming sessions to discuss brand messages, client goals, and design options.
- + Managed social media profiles on LinkedIn, Instagram, YouTube, and Facebook and posted press releases and product specials on these web portals, which resulted in increased website traffic of over 200%.
- + Performed keyword research, review/editing of ad creative/copy, and ongoing management of campaigns.
- + Created, managed, and executed multi-channel marketing campaigns leveraging SEO, social, email, mail/print campaigns, and events to drive customer acquisition.
- + Generated email campaigns for drip, nurture, and landing pages, and performed A/B testing.

March 2019 – July 2023

DIGITAL MEDIA DESIGNER – Client Command, Cumming GA

- + Produced innovative designs to increase engagement and drive growth.
- + I have created marketing campaigns for Auto Dealerships, including print mailers, custom templates, digital/social ads, email marketing, and landing pages.
- + I arranged meetings with various teams such as dealer services/sales, marketing, campaign, data, and co-op agencies to optimize campaign creatives.
- + Developed processes for optimization and strategic best practices.
- + Utilized data and insights to inform design decisions better.
- + Contributed to tool development and design innovations.
- + Supported the sales team by ideating and designing mockups to present unique solutions to potential new clients.
- + Managed and organized digital asset management system for dealerships across North America, EMEA, and APAC. Brands included Alfa Romeo, BMW, Lincoln, Mercedes-Benz, Lexus, and more.

March 2017 – January 2018

GRAPHIC DESIGNER & MARKETING SPECIALIST – Travelport, Atlanta GA

- + Developed and executed creative marketing campaigns.
- + Implemented promotional events and campaigns with external vendors.
- + Lead design discussions with stakeholders to generate new campaign concepts.
- + Held weekly meetings with vendors and team members to compose compelling content (blogs, email/landing page copy, white papers, and product marketing collateral).
- + Designed, created, and A/B tested email, SMS messages, and landing pages.
- + Updated web pages and social media sites.
- + Managed digital asset inventory to ensure creative alignment across all marketing projects.
- + I designed print, digital advertising, and marketing materials including banner ads, flyers, posters, and email marketing campaigns.
- + Operated as lead designer of an award-winning [travel industry magazine](#), distributed monthly.

July 2013 – August 2015

TEAM LEAD – YP, Tucker GA

- + Supervised the daily production of a 20-member team of designers.
- + Mentored, coached, motivated, and guided the team toward reviewing product workflows for accuracy.
- + Developed training programs and manuals for onboarding. Provided instructional design training on the mobile product.
- + Reviewed end-product workflows for accuracy and quality control, including copywriting and proofing.
- + Worked with vendors for new product ideas for advertisers.
- + Developed, prepared, analyzed, and completed productivity reports using Salesforce.
- + Monitored industry technologies and followed consumer trends.

January 2012 – July 2013

UX DESIGNER – AT&T Advertising Solutions, Atlanta GA

- + Delivered detailed wireframes, user flows, and low and high-fidelity mockups and refined them as needed during project sprints.
- + Hands-on design experience with Mobile, Web, Email, and Digital Advertising.
- + Built and implemented changes and customized UI, HTML, and CSS for over 3,500 static, and responsive websites.
- + Project managed multiple design projects at the same time.
- + Ensured brand consistency across all areas of various industries.
- + Experience in UX user research, research strategy, user interviews, surveys, and usability study.
- + Knowledge of user-centered design processes and methodology.

EDUCATION

BACHELOR OF ARTS– Middlesex University

- + Visual Communications

CERTIFICATION– Tower Hamlets College

- + Digital Photography & Graphic Design

CERTIFICATION– Newham College

- + Television & Video Production

SKILLS + TOOLS

Adobe Creative Suite / Figma / Pardot / WordPress / Litmus / Salesforce / SEO
Google Workspace / HTML & CSS / SharePoint / XMPie / Hubspot / Layout
Communication / Creativity / Design Principles / Teamwork / Time Management /
Typography / Marketing / Color Theory / Attention to detail / social media /
Adaptability / Brainstorming / Innovation / Brand / Problem Solving / Ideation /
Print Knowledge/designing for print / UX/UI design / Photography/Photo editing /
Advertising / Creative direction / Email marketing / Landing page optimization