



RYAN PIERCE

Multimedia Graphic Designer

EDUCATION

Bachelors of Fine Arts Graphic Design Concentration

Central Michigan University
Mt. Pleasant, MI 2013–2016


EXPERTISE

Audio Editing
Brand Development
Digital Marketing Design
Email & Communication Design
Motion Graphic Design
Photo Manipulation & Editing
Print Design & Production
Video Production & Editing
Website Design

SOFTWARE KNOWLEDGE

Adobe After Effects	Figma
Adobe Audition	Google Drive
Adobe Illustrator	Miscrosoft Teams
Adobe InDesign	Office 360
Adobe Photoshop	Slack
Adobe Premiere	Workamajig
Adobe XD	Wix Builder
Click Up	Wordpress
Elementor Suite	

PORTFOLIO & CONTACT

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 ryanpiercedesign@gmail.com



View my portfolio website
by scanning the QR code
with your smartphone's
camera or by visiting
www.ryanpdesign.com

PROFESSIONAL DEVELOPMENT

Asset Health Inc., March 2021 — Present

Lead Multimedia Marketing Designer

- **Brand Standards Management:** Responsible for developing and upholding Asset Health's brand standards, assets, and guidelines, ensuring a unified brand identity.
- **Creative Direction:** Lead creative and art direction for Asset Health's Digital Marketing materials, creating captivating campaigns to communicate product and service value. Produce diverse content types: videos, motion graphics, podcasts, social media graphics, emails, digital sales materials, websites, and presentations.
- **End-to-End Design Project Coordination:** Actively contribute in conceiving, creating, and delivering marketing and design projects. Manage diverse design projects from concept to delivery, ensuring consistent branding to reinforce Asset Health's image.

Güd Marketing, March 2020 — Present

Freelance Graphic Designer

- **Collaboration with Project Managers:** Partner closely with project managers to handle high-priority design tasks for renowned government and healthcare clients, including The Michigan Department of Labor and Economic Opportunity (LEO), MiSTEM Network, McLaren Health Plan, Head Start, and the Michigan Education Trust (MET).
- **Diverse Project Portfolio:** Contribute to diverse projects, including annual reports, digital displays, web banners, mailers, infographics, brochures, banners, outdoor displays, presentations, and supplementary marketing materials as needed.
- **Multi-Client Expertise:** Demonstrated flexibility and adaptability in managing and delivering multiple projects for various clients and industries, delivering high-quality design solutions tailored to each client's unique needs.

Diplomat Specialty Pharmacy, June 2017 — June 2020

Multimedia and Graphic Designer & Photographer

- **End-to-End Project Management:** Took charge of coordinating and executing both in-house and on-site photo and video shoots by providing art direction, ensuring that the visual content aligned seamlessly with the brand standards and effectively conveyed the desired message.
- **Versatile Design Expertise:** Produced diverse marketing materials for Diplomat Specialty Pharmacy and subsidiaries, encompassing digital content such as videos, webinars, and social media graphics, as well as print materials like brochures and business cards.

Central Michigan University, September 2014 — April 2016

Graphic Designer and Print Coordinator

- **Creative Design:** Designed diverse print materials, like posters, flyers, banners, booklets, packets, and event guides, benefiting departments like athletics, student enrollment, Greek life, and university sponsored events, facilitating effective communication of their messages.
- **Quality Assurance:** I ensured top-quality, error-free printed materials by meticulously checking files for correct color spaces, fonts, image types, and print settings before sending them to the on-site print vendor.