

W. RYAN PAGE

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WHO + WHY

A well-rounded, articulate visual designer and creative leader with strong conceptual and technical abilities, knowledge of current digital trends and standards, and a more robust development skill set than the typical designer. Tickled to craft the occasional clever phrase as well.

EXPERIENCE

SENIOR ART DIRECTOR - DRAFTFCB, CHICAGO IL [11.2007 - PRESENT]

Conceptualize and develop integrated campaign ideas and executions based on strategic direction for projects, primarily within the interactive space. Assignments include web site design, branded microsite experiences, digital signage, mobile, augmented reality and interactive advertising campaigns, as well as concept generation for traditional advertising media. Manage and direct work of production staff and teams of designers as necessary. Communicate with senior creative and account leadership regularly to ensure quality and strategic alignment of creative. Present initial and developed work to client contacts.

ART DIRECTOR - TRIBAL DDB, CHICAGO, IL [04.2004 - 11.2007]

Responsible for developing and executing the creative and marketing strategy for all assigned projects – including web site design, online advertising campaigns, and other online (and offline) initiatives. Established visual tone, character, and messages that communicate with target audience and speak to specifics of briefs and project objectives. Participated in and/or led brainstorming sessions. Managed and directed the work of production design staff, external creative resources such as illustrators, photographers, and video/multimedia providers. Presented or assisted ACD in presenting design concepts at various stages of development to client as appropriate. Tribal DDB named AdAge's Global Agency of the Year 2007.

PRINCIPAL / DESIGNER - FREAKDIGITAL [04.2001 - PRESENT]

Serve as sole proprietor of interactive design consultancy. Specialize in online marketing for small and medium-sized businesses from websites, interactive advertising, multimedia storytelling, email, information architecture, as well as content development and editing services. Handle all client proposals, project administration, billing and account management. Focus primarily on websites built with PHP server-side language and MySQL databases, offering custom content management and administration systems. Design and develop projects with emphasis on search-engine friendly architecture and compliance with evolving web standards.

EDUCATION

STANFORD UNIVERSITY, STANFORD, CA
[09.1994 - 04.1999]

MA in sociology with focus on organizational behavior. BA in English and psychology. Course work included elementary economics, organizational theory, social psychology, interpersonal relations, communication, law and statistics. Cumulative GPA: 3.73/4.0

TECHNICAL

- + Adobe CS3 Suite
 - Illustrator
 - Photoshop
 - Flash / Actionscript
 - Dreamweaver
- + PHP
- + MYSQL
- + (X)HTML
- + CSS

RECOGNITION

- + Work featured in:
 - Taschen Online Advertising Now
 - Creativity-online.com
- + Received DDB Chicago's Better Ideas, Better Results Award
- + Received Draftcfb Chicago's Above & Beyond Award
- + Draftcfb Leadership Lab Nominee / Participant

CLIENTS

- + Anheuser-Busch + Cap'n Crunch
- + Chicago Tribune + Dell + Home Depot
- + JC Penney + KFC + Kmart + Kraft - Jello
- + Kraft - DiGiorno + Morton Salt + Northern Trust
- + Northwestern Mutual + Propel Fitness Water
- + Quaker + State Farm

