



RYANN SWIFT

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EDUCATION

**California Polytechnic State University,
San Luis Obispo**

Bachelor of Science | Graduated June 2022

Major: Graphic Communication

Concentration: Design Reproduction Technology

GPA: 3.7

SKILLS

Design & Production

Audition
Illustrator
InDesign
Photoshop
Premiere Pro

Web & Interactive

Ceros
Figma
Framer
Webflow
Wordpress

Productivity

Google Suite
Microsoft Office
Monday.com
Slack

Craft

Art Direction
Brand Identity
Layout Design
Print Production
Visual Storytelling

Soft Skills

Adaptability
Attention to Detail
Communication
Cross-functional Work
Project Management

HONORS & AWARDS

First Place, PIASC Design | May 2019

RELEVANT EXPERIENCE

Senior Creative Producer & Designer, Hearst StoryStudio | November 2024 – Present

Bend, OR (Remote)

- o Designs and art directs print and digital brand experiences across a portfolio of 90 Hearst properties and 250 marketplace partners, ensuring visual consistency and creative quality at scale
- o Concepts and executes immersive digital experiences, co-leading this complex product from initial brief through final delivery
- o Translates real-time audience data and analytics into design-informed creative solutions that connect brand vision to audience behavior
- o Partners with internal teams and external stakeholders to concept and deliver on-brand creative assets that support business development and client success

Freelance Graphic Designer | June 2018 – Present

Bend, OR (Remote)

- o Concepts and produces custom visual identities, digital experiences, and marketing collateral — translating brand briefs into cohesive, detail-driven design systems
- o Stays ahead of emerging design trends and cultural shifts, integrating fresh perspectives to keep creative output relevant and distinctive
- o Manages a concurrent project load with competing deadlines, maintaining quality and consistency from initial concept through client-approved final
- o Builds iterative feedback loops with clients throughout the design process, refining work responsively to ensure deliverables meet both creative and strategic objectives

Art Manager & Producer, XYZ Graphics | June 2022 – October 2024

San Francisco, CA (Hybrid)

- o Art directed and managed creative advertising projects from concept through production, providing clear visual direction to studio artists across print, publication, and digital media channels
- o Translated client briefs into cohesive design solutions, balancing creative vision with budget and timeline constraints
- o Collaborated closely with artists and vendors to develop the strongest possible creative outcomes for each project
- o Managed end-to-end production workflows, securing press-ready final deliverables across print, agency, and media pipelines
- o Served as the primary creative point of contact for clients, aligning on scope, vision, and execution at every stage

Lead Graphic Designer, Cal Poly Transfer Center | April 2020 – June 2022

San Luis Obispo, CA

- o Designed and refined marketing collateral and brand identity across product lines for both student and faculty audiences, maintaining strict adherence to University branding guidelines
- o Prepared press-ready files and consistently met supervisor-assigned deadlines in a structured, deadline-driven production environment
- o Concepted and produced graphic assets across multiple product lines, supporting departmental outreach and campus-wide communications initiatives