



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, Hearst StoryStudio | November 2024 – Present

Bend, OR (Remote)

- o Serves on the Product Team, to help deliver insight-driven storytelling of all mediums to audiences for 90 Hearst properties and 250 marketplace partners
- o Produces and creates print and digital immersive experiences for entire product suite
- o Utilizes real-time analytics and data to innovate product solutions
- o Helps evolve the StoryStudio brand identity and creates marketing collateral for outreach and engagement
- o Assists with new business development with Hearst partners to maintain and continue client success

Producer / Project Manager, XYZ Graphics | June 2022 – October 2024

San Francisco, CA (Hybrid)

- o Acted as a liaison between clients and creative studio teams
- o Partnered with our clients with direct communication regarding the scope of work, creative vision, project timelines, edits, updates, recommendations, budgets, and final deliverables
- o Advocated for the client's creative vision through art direction while meeting realistic deadlines and budgets
- o Directed the artists with clear instructions using our project management software and applications
- o Engaged and collaborated with artists on the best solutions for clients
- o Provided updates on the projects I am managing at a moment's notice and on daily status calls
- o Secured accurate final deliverables from the printers, publications, agencies, and other media producers
- o Offered innovative suggestions on how to achieve the client's objectives
- o Analyzed and prioritized information to make appropriate recommendations

Freelance Graphic Designer | June 2018 – Present

(Remote)

- o Creates custom visual concepts and design elements tailored to the unique specifications of clients
- o Develops branding materials, encompassing visual identities, websites, and marketing collateral, with meticulous attention to detail
- o Collaborates with clients to comprehensively grasp their vision and deliver designs aligned with their needs
- o Monitors industry trends to integrate innovative ideas into design projects
- o Effectively manages multiple projects, consistently adhering to deadlines
- o Communicates with clients to ensure their contentment and prompt adjustment of designs as necessitated

Radio DJ & Graphic Designer, KCPR-FM | September 2021 – June 2022

San Luis Obispo, CA

- o Produced and hosted weekly shows that catered toward San Luis Obispo County and student demographic
- o Operated radio station with firm understanding of Federal Communication Commission (FCC) laws
- o Curated engaging programming and created visual marketing designs that met the needs of a diverse audience, both locally and regionally
- o Demonstrated consistent 'alternative' brand awareness through music and graphic content
- o Followed strict workflow process within team setting to ensure all deadlines were met

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

San Luis Obispo, CA

- o Designed and edit marketing collateral that appealed to the student body and faculty
- o Created and refined brand identity throughout all product lines
- o Adhered to University branding guidelines
- o Prepared press-ready files
- o Met strict deadlines for projects as assigned by supervisor