RYAN EMERY

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www.ryanemeryportfolio.com

EDUCATION

BFA from West Chester University, West Chester PA December 1993

EXPERIENCE

Digital Design Director

Boscov's Department Stores LLC, Reading, PA August 2015–March 2019,

- Manage and mentor 4 designers in a fast-paced retail environment
- Oversee the brand for Ecommerce site, supervise the creation of retail email blast 3 times a week, art direct banners and ads, update homepage
- Work with Boscov family, advertising and photo department to create specific promotions and landing pages

Contract Art Director

Alvernia University, Reading, PA January 2011–September 2011, September 2013–August 2015

- Working with the University Communication Department to create logos, brochures, e-newsletters, email blasts, print ads, the University viewbook and Univeristy magazine
- Redesigned the University website, sports identity and undergrad recruitment materials

Art Director

Villanova University, Villanova, PA September 2011–August 2013

- Supervision and mentoring of 4 designers and 4 freelancers
- Collaboration with Marketing, Photography Services, Creative Director, Campus Printing and Vice President of University Communication for University rebranding
- Responsible for design decisions for print ads, brochures, invitations, viewbooks, web ads, virtual tour, university website, newsletters and magazines

Contract Graphic Designer

Wolters Kluwer Health, Ambler, PA August 2010–December 2010

- Responsible for updating and creating new print direct mail, web ads, email blasts and landing pages

Freelance Graphic Designer

Verve Marketing & Design, Chadds Ford, PA October 2009–June 2010

- Creation of print ads, brand identities, logos, web sites and web ads for businesses in the luxury market

Art Director, Consumer Marketing Design

TV Guide, Radnor PA and New York, NY July 2000–November 2008

- Creative supervision of designers in an award-winning design department
- Creation of magazine feature pages, print ads, direct mail, posters, displays, brochures, web ads and web pages for 12 in-house clients
- Collaboration with Creative Director in N.Y. for creation of specialty magazines for various co-branded products

Senior Graphic Designer

TV Guide, Radnor PA November 1995–2000

- Supervision of 4 Designers and 2 Graphic Assistants
- Creative supervision of features within *TV Guide* Magazine
- Created and supervised color inserts for large cable companies
- Redesign of *TV Guide Crosswords* logo and magazine while having creative supervision of cover and editorial pages

Graphic Designer/Art Director

The Bullen Companies, Folcroft PA March 1993–1995

- Direction of all projects: photography, photo retouching, creation of layout, print buying, and press checks
- Design of brochures, advertisements and product labels
- Supervision of 2 other artists
- Maintenance and troubleshooting of a 15 Macintosh network
- Creation of workflow to maximize daily productivity

FREELANCE

- **Mamu Media** | *Onin Hired Magazine,* tradeshow booth designs
- **Glen-Gery** | Email blasts, brochures, billboards and logos
- **Wolters Kluwer Health** | Email blast template & Landing page
- **Accolade, Inc** | Brochures, print and web ads
- **The Royal Group** | Display headers and brochures
- **Gravity Brewing Company** | Corporate identity
- **Preservation Pottstown** | *Renovate or Replace?* brochure
- **JDRF, South Jersey Branch** | Gala invitation and event material
- **Keys, Drexel Hill, PA** | Corporate identity, catalog, ads and web site
- **The Bullen Companies, Folcroft, PA** | Illustrations
- **Fitzgerald Mercy Hospital, Upper Darby, PA** | Nutrition Department logo and promotional material
- **Riot Media, New York, NY** | Ads and product displays

SKILLS

Experience in:

- Adobe Creative Cloud 2017 (InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver)
- Quark XPress
- Macintosh System 10.12
- Microsoft Office (Word, PowerPoint and Excel)
- Digital Photography

AWARDS

- **POPAI Gold + Design of the Times Gold** | *NASCAR 2002 Special* display
- **POPAI Gold + Design of the Times Gold** | *Elvis Special* display
- **Myers Media Innovation and Creativity Silver Award** | Orville Popcorn display
- **Design of the Times Gold** | Cheez-It! NASCAR Display
- **POPAI Gold** | spring-loaded magazine rack