



Ryan Taylor

Art Director | UXD | Creative

OVERVIEW

Leveraging strategic vision, business acumen, and artistic talent to deliver high-impact marketing, print-design, and ecommerce projects. With over 16 years of award-winning design and solid success directing and implanting wide-range of revenue-generating design projects, from conception to launch. Readily translate business requirements into effective advertising campaigns. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards. Known for taking a hands-on approach in directing artists, collaborating with clients, and bringing creative concepts to life.

Areas of Emphasis

- Brand Guidelines
- Full Life Cycle Project Management
- Promotions and Contests

WORK EXPERIENCE

● Senior Art Director

LoyaltyOne (AIR MILES) / Toronto / 2009 - Present

- Lead Art Director, managing the development and implementation of the AIR MILES rebrand.
- Spearheaded the conception of variety high-quality, viable, artistic advertising ideas, in alignment with client strategies and brief.
- Deliver guidance in all aspects of campaign creations from concept through on-time and on-budget completion of multiphase projects involving budgets up to \$3 million.
- Reviewed and critiqued the work of designers, provided direction and feedback.
- Motivate and support all creative staff, resulting in excellent workflow, team collaboration and productivity.
- Maximize ROI by building partnerships with third-party vendors, graphic designers and web developers.

● Creative Director | Designer

Bum Run Brandvan (Volunteer) / Toronto / 2018 - 2019

- Providing collaborative support to develop and organize the execution of brand strategy, brand story and brand guidelines.
- Working alongside with the creative team to construct and execute event collateral, merchandise and social media content.
- Designed and executed global social media strategy which increased followers and engagement by 45% in a year.

● Creative Lead

Hype Bomb (Freelance) / Toronto / 2018 - Present

- Conceptualize advertising and creative assets for clients and agencies.
- Collaborate with clients to develop key messaging and branding for company networks.
- Work with clients to gather and define requirements, establish scopes and manage project milestones.
- Strengthen and build brand awareness to drive sales, increase exposure and develop value and trust for lasting relationships.
- Partnered with notable brands such as AT&T and OLG.

EDUCATION

● 2020

Foundations in Creative Leadership
IDEO U

● 2017

Certified Experience Designer (CXD)
Akendi | Toronto

● 2000 - 2003

Graphic Design
Durham College | Oshawa

ACHIEVEMENT

● 2021 - 2022

CMA Creativity Council
Canadian Marketing Association

CONTACT INFO

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