

RYAN ARAUZA

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ABOUT

Having a diverse design career spanning from in-house to agency experience gives me a great perspective as a designer. This exposure has guided me to be a reliable team member and leader that strives to deliver quality work for my clients.

I currently live in the gorgeous city of Denver, Colorado.

EDUCATION

Watkins College of
Art & Design

2015

Bachelor of Fine Arts in Graphic Design.

TOOLS

Photoshop
Illustrator
InDesign
After Effects
Premiere
Figma
Editor X
Squarespace
PowerPoint
Keynote



EXPERIENCE

CultureCraft

2021-2022 | Sr. Graphic Designer

- Lead design on branding materials for print and digital collaterals.
- Create full brand assets including logos, websites, social media campaigns, presentations, blogs, and POS, among other brand-centered content.
- Have ownership of multiple projects and am responsible for meeting design timelines, budgets, and design specifications.
- Work collaboratively with our team of designers, copywriters, and account managers to produce impactful creative that are reviewed for errors and accuracy prior to printing or publishing.

TeeTurtle

2020 -2021 | Sr. Graphic Designer

- Concepted new campaign aesthetics, both evergreen and seasonal.
- Worked with the design team to streamline creative processes and overhaul digital ad workload.
- In charge of digital ads, social posts, emails, and site aesthetics.
- Designed new product launches, in-store POS, and concept for new product branding.

Motive

2018-2020 | Art Director, Designer

- Coordinated with the design team to produce multiple national campaign activations for Pepsi, Gatorade, Dodge, and others.
- Collaborated with designers, copywriters, directors, and printers on all projects while meeting tight deadlines.
- Developed decks, brand assets, production, comping, etc.
- Handled multiple projects under high pressure.

Franke

2016-2018 | Graphic Designer

- Produced and oversaw aesthetics of the US market.
- Collaborated with an international team of directors, and designers to concept for international re-branding and product launch campaigns country wide.
- Concepted and created booths for trade shows, working with sales and marketing to ensure all collateral, videos, and merch interacted cohesively and drove traffic to our location.

The Creative Group

2015-2016 | Graphic Designer

- Worked as a contract designer for various design and creative agencies, exposing me to how best interact with different internal teams.
- Creative ranged from advertising, brochures, presentations, promotional displays, and signage.
- Worked directly with the project manager or marketing contact to create timelines, understand briefs, and budgets.