



RYAN LEONARDY

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I am a skilled graphic designer who is seeking to contribute to an already productive company. While very dedicated to the creative process of plan, create, review and then finalize I am also focused on meeting imposed deadlines. I work hard to consistently produce concept driven, unique and artistic graphic communications. My portfolio shows a demonstrated proficiency in the selection of color, use of clean typographic elements and page layout using multiple design methods and production tools. Being highly organized, detail oriented and skilled at juggling multiple projects simultaneously I will be a valued asset to your team. I have experience with team collaboration, yet I am self-motivated and capable of autonomous project completion.

Technical Skills:

Design Software:

Photoshop, InDesign, Illustrator, Dreamweaver, Flash

Website Design:

Proficient with HTML and CSS
Experience in XML, JQuery, PHP, Actionscript, CMS

Education:

B.A. Communications: Cal State San Marcos 2005

A.S. Graphic Design: Coleman College 2007

Current Employer:

Coleman College: San Marcos
Web Media Design Instructor

PROJECT EXPERIENCE:

Selected Freelance 2007 – 2010

Walker Surfboards / theWalkerProject.com

Consulted during Brand Revitalization and Web site Redesign; Logos for 2007 product lineup; Flash Banner Ads; Surfboard and Wake Surfboard Inlay Art; Print Ads in Wake Surf Magazine; Illustrations for T-shirts; Photography

Success: Increased Brand Awareness and customer loyalty

PHSMWA.com

Corporate Website; Trade Show Booth and Banner graphics; Captured Stock Photography

Success: 21% Sales Increase for 2009 – 2010

BestBoytheMovie.com

Website Graphics, Wireframe and UI for "Best Boy" Documentary Film; Logotype for film series; DVD cover art

Success: Successful Website launch under very tight deadlines

NewBlendPool.com

Website Graphics and Development; Direct Mail Pieces; Vehicle Graphics; Business cards

Success: 30% Increase of monthly clients annually since 2008

InshoreAdventures.net

Web site and Logo design for Fishing Tour Guide

Success: Tours increased by 93% in six months

Fuel Clothing: 1994-2000/ 2009-2010

Collaborated on Product Catalogs; Print Ads for *ESM* and *Wave Action* magazines; T-shirt graphics; "Signature Series" board shorts; Fabric Patterns; *Fuel Station* Retail Outlet Logo

Success: Continuing design partnership

Latex Grenade

Developed Band Identity; CD Packaging; Online Advertising Banners; All Printed Marketing Materials

Success: Sales goal for EP and merchandise exceeded

SoCal Photos / SoCal Sports Pix

Designed Home Pages of Online Sales Portals; Logos and Identity Packages; Event Banners and Print Collateral

Success: Sales increase of \$40K from 2006-2007

Artec Kool Roof

Product Packaging; Logo and Icon development; DVD Label; Tri-fold Brochure and "How To" Retail Tear Sheet

Success: Successful brand development and product launch

CashLink / CashWells / Ace Title Pawn

Print Advertisements; In house documents; Outdoor signage; Billboards; Window displays

Success: Significant sales Increase at all 15 locations