

RYAN BLACK RESUME

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Work Experience

Freelance Designer & Creative Lead

Alchemic LLC | Cincinnati, OH | 2025 - Current

- Lead brand, digital, and visual design projects for startups, small businesses, and growing organizations across multiple industries
- Partner with founders and leadership teams to translate business goals into cohesive brand systems, websites, and marketing assets
- Design and develop brand identities, logos, web experiences, and campaign assets across digital and print channels
- Manage end-to-end project execution including discovery, creative direction, production, revisions, and delivery
- Collaborate with developers, printers, installers, and vendors to ensure accuracy, feasibility, and high-quality execution
- Balance creative strategy with hands-on design production to meet timelines, budgets, and client expectations
- Maintain long-term client relationships through clear communication, reliability, and consistent creative quality

Adjunct Professor

University of Cincinnati - DAAP - Cincinnati, OH | 2020 - Current

- Teach introductory classes for photoshop and illustrator to undergraduate students
- Develop project-based curricula integrating real-world client briefs, critique frameworks, and professional workflows

Creative Director

ESTO3 — Cincinnati, OH | 2023 — 2025

- Led creative team across 7+ transit markets and national fleet clients, upholding brand standards and driving campaigns
- Secured multimillion-dollar contracts by submitting RFPs and collaborating with sales and leadership
- Presented to executives, municipal agencies, and fleet clients, translating complex design into clear solutions
- Managed KPIs and budgets, improving delivery speed by one day and raising design re-work from 96% to 98.6%

Art Director / Senior Designer

Advertising Vehicles — Cincinnati, OH | 2020 — 2023

- Began as a Senior Designer creating fleet graphics for B2B clients, then advanced to Art Director
- Led a design department of two to three designers focused on fleet graphics, in-house creative, and brand development
- Balanced hands-on design with leadership, guiding the team through layouts, production, and creative direction
- Delivered a wide range of client projects across branding, digital, and large-format applications

About Me

Professional Summary

Designer with over 10 years of experience leading design teams, building brands, and delivering impactful digital and print work. I have guided nationwide advertising campaigns, developed brand systems, and taught design at the university level. Known for blending creative vision with leadership, I bring a strategic yet hands-on approach.

Skills

Tools & Platforms: Adobe Creative Suite, Google Workspace, Office, Figma, Monday, Slack, Teams

Web & Tech: HTML, CSS, Webflow

Cloud & Infrastructure: AWS (S3, Route 53, SES), DNS/SSL Setup, Cloudfront, Email Authentication (SPF, DKIM)

Education

BFA Graphic Design

University of Central Florida

Portfolio

ryanblack.org