CREATIVE STRATEGY, SYSTEMS, AND EXECUTION

WORK EXPERIENCE

Creative Director
Adsposure / Advertising Vehicles – Cincinnati, OH | 2020 – 2025

- Led the in-house creative team across 7+ transit markets & multiple national fleet clients, maintaining company-wide brand standards and driving high-impact advertising campaigns
- Submitted and won RFPs for major transit and fleet contracts nationwide; collaborated with sales and leadership to secure multimillion-dollar deals
- Presented to C-suite executives, municipal agencies, and major fleet advertising clients — translating complex design systems and operational strategies into clear, results-driven solutions
- Tracked department KPIs and budget while leading workflow improvements; increased delivery speed by a full day and improved design accuracy from 96% to 98%

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

- Designed and taught upper-level courses in visual communication, branding, and digital design for undergraduate design students
- Maintained a 99% student pass rate across 5 years by delivering structured, industry-relevant instruction and personalized mentorship
- Developed project-based curricula integrating real-world client briefs, critique frameworks, and creative process documentation

FREELANCE & INDEPENDENT PROJECTS

Product Manager
GUS (CRM/ERP) - 2023 - 2025

- Led product strategy, UX design, and cross-department collaboration for GUS — a custom-built ERP/CRM platform powering scheduling, inventory, and reporting across transit markets and national fleets
- Streamlined workflows and simplified user experience by mapping real-world team processes into intuitive digital tools; helped reduce campaign deployment time and eliminate duplicate steps across creative, operations, and install teams
- Acted as primary liaison between IT, design, and executive stakeholders, aligning system features with business goals and user needs while driving adoption and long-term platform success

Additional Projects
2014 - Current

- Various freelance projects across brand strategy & web design

ABOUT ME

Professional Summary
Creative leader with over 10 years of experience driving brand strategy, team leadership, and cross-functional product development. Known for bridging the gap between creative, operations, and technology, I've led in-house design teams, managed KPIs and budgets, presented to C-suite and municipal clients, and acted as a product owner on custom ERP/CRM platforms. Whether building campaigns or designing systems, I bring a strategic mindset and a builder's mentality focused on clarity, efficiency, and long-term impact.

SKILLS

Web & Tech: HTML, CSS, Bootstrap, Chart.js, Responsive Design, UI/UX, Figma, CMS

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

Tools & Platforms: Adobe Creative Suite, Google Workspace, Office, AI Workflows

EDUCATION

BFA Graphic Design
University of Central Florida

PORTFOLIO

ryanblack.org

REFERENCES AVAILABLE UPON REQUEST

Thank You,

RYAN BLACK