

RYAN MARTIN DESIGNS

RyanMartinDesigns@gmail.com 512 632 5663

Experienced creative leader with 20+ years in retail and brand identity, design strategy, leadership, and project management for design studios, in-house creative teams, and as a freelancer. My approach as an art director and designer is to support the individual strengths of my team while maintaining focus on end user experience. I bring a passion for visual art to every project, along with practical skills in organization, problem solving, and integrating new technologies.

PROFESSIONAL EXPERIENCE

Whole Foods Market / Amazon – Internal Communications

Senior Creative Strategist | May 2018 – Present

Designed, art directed and managed a variety of company-wide projects focused on internal communication, career growth, wellness and connecting to the company's higher purpose. Received a honorable mention for Company Support All-Star Award in 2023 and was recognized as a Top Performer in 2023 and 2024.

- Designed and produced materials for the company's CEO including monthly news updates, purpose-focused supplier visit programs with team members and quarterly town hall presentations,
- Designed and directed the identity, user interface, and visual guidelines for the company's intranet in addition to creating and managing content on internal digital channels
- Designed and directed identities and materials for internal programs focused on learning and development, health and wellness, awards and appreciation, inclusion, community outreach, and operations

Whole Foods Market – Southwest Region

Graphic Designer | September 2011 – October 2015 & Creative Lead | October 2015 – May 2018

Designed and art directed a wide variety of projects, led regional and store-level teams, influenced creative direction region-wide and at all levels from concept visualization to refining the smallest of details.

- Directed regional design team and provided guidance for 45 Store Graphic Artists
- Designed Whole Foods Market Test Kitchen Food Truck and all supporting materials
- Adapted community-specific store toolkit into sign package promoting 30+ Louisiana local vendor partnerships
- Designed and produced materials for Whole Planet Foundation annual prosperity campaign
- Designed and developed materials for Whole Kids Foundation, including digital advertising campaigns and monthly newsletter
- Supported 20 new store openings with a variety of marketing materials

Freelance Graphic Designer

Ryan Martin Designs | February 2006 – October 2015

Worked on a wide array of print, identity, and web design projects. Select clients include a start-up yoga and wellness business that focuses on traveling musicians, and a highly respected athletic coaching service.

- Developed branding, marketing materials, and team clothing for a variety of cycling industry companies
- Designed and directed the website development of a highly respected athletic coaching service
- Designed album packaging and marketing materials for local musician
- Managed print production of summer catalog for boutique swim wear company
- Designed packaging labels for a series of homemade infused spirits for holiday gifts

Zócalo Design & Advertising

Senior Graphic Designer | November 2003 – August 2010

Designed, art directed, and produced materials for a variety of clients ranging from large multi-million dollar real estate developers to higher education institutions to small start-up boutiques.

- Designed limited edition packaging for international cookware manufacturer Chantal
- Designed and directed the development of a variety of websites for clients
- Designed the screenings brochure for Austin Film Festival
- Designed various marketing materials for the City of Cedar Park
- Accepted into Print's 2007 Regional Design Annual for Talulah Bleu logo

Seiko Instruments International

Graphic Designer | December 2002 – October 2003

Designed packaging systems and marketing materials for Seiko's in-house creative team, which serves a variety of national and international brands. Created international sales graphic standards guide for Walt Disney licensed timepieces, as well as packaging, point-of-purchase, and marketing materials for multiple timepiece lines, including Walt Disney, Mattel, Lorus, and Alessi.

Brainstorm, Inc.

Graphic Designer | September 1998 – August 2002

Worked collaboratively and individually, designed, art directed, and produced award-winning brochures, annual reports, advertising campaigns, packaging, outdoor advertising, websites, and trade show graphics. Clients included: Gulf Petroleum, Leo Burnett, Nike, Northrop Grumman, Southern Methodist University, and Tracy Locke Partnership.

AWARDS / RECOGNITION

- Published in Print's Regional Design Annual
- Acceptance to the Dallas Society of Visual Communication (DSVC) Show
- Gold medal, Houston Show
- Published in Print & How

SKILLS

- Proficient in applications for Mac OS including Adobe Creative Cloud: Illustrator, InDesign, Photoshop, Adobe Express and Acrobat, as well as Microsoft 365: Outlook, Word, Excel and PowerPoint
- Well versed with project and digital asset management software: Basecamp, Workfront ProofHQ, SharePoint, Smartsheets and Cumulus
- Working knowledge of Figma and Adobe Premier and Lightroom
- Extensive experience overseeing print production with large and small print and bindery companies

EDUCATION

Bachelor of Fine Arts in Communication Design – University of North Texas