

CAREER OBJECTIVE

:: To assume an integral, strategy-based role as a creative leader within the staff of a progress-minded company; continuing to strive to be at the nexus of communications, marketing and design; taking thought to fruition.

EDUCATION

:: B.F.A., Graphic Design, Concordia University, Seward, Nebraska :: 2000

PROFESSIONAL EXPERIENCE

Creative Services Manager / Scholle Packaging, Chicago, Illinois :: 2004-present

:: Creative direction for online presence and traditional print sales collateral. Duties include day-to-day management of creative staff, website development, product launch support, business launch support, copywriting, brainstorming facilitation and marketing communications as it relates to graphic design and the Scholle brand.

Highlights

- :: Coordinated global launch of Scholle A2B logistics business and brand.
- :: Championed and mentored those involved in the launch of Scholle Packaging's "Green" initiative.
- :: Re-designed, re-wrote, programmed or project managed Scholle Corporation's entire online presence, including development of a satellite site strategy. Presence has grown from one main site to six sites at this time.
- :: Visual re-branding of print material to coincide with a modern, market-based sales strategy set forth by management. Have also taken the role as lead copywriter for most projects.
- :: Contribute to graphic design duties as well as manage a team consisting of a Global Promotions Manager and Graphic Designer.

Art Director / Ambrosi, Chicago, Illinois :: 2004

:: Concept and development work, design of newspaper supplements and direct mail pieces for *Sears*, *FAO Schwartz* and *Great Indoors* clients.

Highlights

- :: Effectively managed up to five projects on a daily basis as an art director in a fast-paced, high-stress atmosphere.
- :: Had projects printed in volumes of up to 50 million pieces without error.

Graphic Designer / Oriental Trading Company, Omaha, Nebraska :: 2003-04

:: Catalog concept and design, advertising design and photo direction.

Highlights

- :: Expanded and re-vamped the *Sensational Crafts* brand.
- :: Designed a *Sensational Crafts* cover which, on concept alone, doubled sales compared to the "control" catalog.
- :: Worked to develop the "Craft Kids" club channel for *Sensational Crafts*. Kid images from the proposal were picked up as an interior visual theme that increased sales dramatically on items they were associated with.

Founder / See No Evil Design, Chicago, Illinois :: 2003 to present

:: Posters, handbills, album and merchandise designs for the music industry.

Highlights

:: Designed t-shirt premium that became college radio WLWU's most popular giveaway.

Graphic Designer / STATS Incorporated, Morton Grove, Illinois :: 2000-2003

:: Corporate sales design, book cover design and layout, B2C advertising and direct mail design.

Highlights

:: Re-designed and modernized book covers for STATS' publications department.

:: Created sales presentation pieces for clients such as: CNN, WGN, ESPN, FOX Sports, ABC and The Sporting News.

:: Grew B2C e-mail contact list from 9,000 to 18,000 by creating an online advertising campaign featuring a calendar giveaway.

PROGRAM EXPERIENCE

:: Adobe Acrobat, Adobe GoLive, Adobe Illustrator, Adobe ImageReady, Adobe InDesign, Adobe PageMaker, Adobe Photoshop, Adobe Premiere, Quark Xpress, Macromedia Dreamweaver, Macromedia Flash and Macromedia Freehand

RYANBALOCK

7314 Oakwood Ave #11
Lyons, IL 60534

mobile: 630.202.6095
home: 708.447.9953

e-mail: ryanbalock@yahoo.com
portfolio: www.seenoevildesign.com