

The Creative Odyssey of Ryan O'Connor

Chapter 1: The Architectural Visionary

In a world where design shapes reality, Ryan O'Connor embarked on his journey at the University of Wisconsin Milwaukee. With a Master's degree in Architecture, crowned by the prestigious Henry Adams Medal, Ryan quickly established himself as a top-of-class innovator. His projects, like the design of a 4,000 square foot house and the futuristic "Skycar City" with MVRDV, showcased his ability to push creative boundaries. This project was more than buildings; it was a science fiction narrative brought to life, a vision for the year 2100.

Highlights:

- Master of Architecture: Top of class, Henry Adams Medal.
- Skycar City: Co-developed a futuristic city concept, published in 2006.

Chapter 2: Educator and Mentor

Ryan's passion for design led him to share his knowledge as a Teaching Assistant and later as an Adjunct Professor at the University of Wisconsin Milwaukee. He led design studios, collaborated with Pritzker Prize-winning architect Alejandro Aravena, and developed a curriculum focused on temporality and change. His influence shaped the minds of future architects and designers.

Highlights:

- Teaching Assistant: Graduate-level design studios and structures course.
- Adjunct Professor: Led Marcus Prize Studio and developed unique design curricula.

Chapter 3: The Birth of Design Fugitives

Blending art and architecture, Ryan co-founded Design Fugitives, an architectural fabrication studio in Milwaukee. Here, he merged computer design with high-tech fabrication to create bespoke large-scale sculptures. Ryan handled business development, designed the website and logo, and managed operational oversight, setting the foundation for a successful venture.

Highlights:

- Design Fugitives: Co-founder and Design Director.

- Innovative Fabrication: Created large-scale sculptures merging art and architecture.

Chapter 4: From Architecture to Marketing

Ryan's architectural journey took a new turn at GMR Marketing, where he brought his expertise in 3D design to create immersive consumer journeys and experiences. Over a decade, he worked with over 100 clients, including major brands like Google, Microsoft, NFL, and Intel. Ryan's role evolved from 3D designer to Senior Art Director, where he led groundbreaking projects and innovation initiatives.

Highlights:

- GMR Marketing: Senior Art Director 3D, led projects for Google, Microsoft, NFL.
- Google House for Tokyo Olympics 2020: Capstone project (shelved due to COVID-19).

Chapter 5: RedPeg Marketing and the Age of AI

Today, as the Director of Innovation at RedPeg Marketing, Ryan leads creative direction for top clients such as Nike, Meta, Geico, and Marriott. He drives the company's AI initiatives and conducts master classes, positioning RedPeg at the forefront of AI-driven creative solutions. Ryan's vision is to elevate the agency as a true creative partner for Fortune 10 brands in the Age of AI.

Highlights:

- RedPeg Marketing: Director of Innovation, leading AI initiatives.
- Nike Learning & Development Program: Designed immersive executive experiences.

The Creative Toolbox

- Innovation Leadership: Pioneering AI-driven projects and master classes.
- 3D Design Mastery: Real-time visualization and immersive environments.
- Cross-Disciplinary Collaboration: Integrating design, technology, and storytelling.
- Brand Strategy & Engagement: Enhancing narratives for global brands.
- Technical Proficiency: Adobe Suite, Rhino, Cinema 4D, CAD, AI/ML applications.

Interactive Portfolio

Explore Ryan's projects and creative journey:

- Nike Learning & Development Program
 - Meta Suite at Capital One Arena
 - Skycar City
 - ESPN X-Games Digital Worlds
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Educational Foundation

- Master of Architecture, University of Wisconsin Milwaukee: Top of class, Henry Adams Medal.
 - Bachelor of Science in Architecture, University of Wisconsin Milwaukee: Summa Cum Laude.
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Certifications/ Publications

- Cultivating Creative Collaboration, IDEO U, 2019.
 - [*SkyCar City: A Preemptive History*](#), by MVRDV, University of Wisconsin-Milwaukee (2007)
Paperback Populated by 5 million inhabitants and rising 800 meters high, this new 'sky car city' is buzzing with the flows of goods and people, as they navigate the airways in several models of newly designed air-born vehicles.
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Creative Philosophy

"My design philosophy is rooted in blending technology, art, and human emotion. From designing architectural spaces to creating digital worlds, I aim to deliver unforgettable experiences. Inspired by Disney Imagineers, I strive to combine the best craft with compelling storytelling."

Get in Touch

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