

Ryan O'Connor - Resume

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Emphasizing the interaction between humans and their environments, I continually transform my curiosity into creativity and inspire others around me to imagine beyond the impossible, resulting in the creation of memorable experiences informed by great stories and deep emotions. The best way to get a feel for my work is check out my website www.ryanocconnor.design

Work Experience /

DIRECTOR OF INNOVATION - // July 2022 - Present - RedPeg Marketing

I participate in research, development, and implementation of new technologies into the work and culture of the agency...creating not copying. Develop strategic partnerships with technology / digital companies, seek information, ideas, thoughts, opinions on where we are going, what's next, why and how we can achieve it. I play a large role in infusing innovative thinking throughout the agency – creating an agency of design thinkers no matter what their role is. I am a part of the elevation of RP's creative presence both internally and externally. I have one direct report and a voice in new hires. I'm helping build a team that will take us where we are going. Inspire new designers, create a culture of curiosity, creativity, convictions. Lead creative side of some key business, both organic and new. Look for patterns, efficiencies, opportunities & fold new thinking into old - apply/overlay vision. Playing a key role on how content is created at the agency for both our marketing purposes as well as for our clients. Continue to grow a culture (or subculture) of Makers in the agency.

- Creative Lead - Nike Leadership Development Program - Experiences and execution, Meta Suite Design and execution at Capital One Arena. Creative oversight on DISH Luke Bryan project, a non-profit DC area think tank around the First Amendment, and key team creative on GEICO and Marriot work.
- Innovation Director - Speculative and Interactive. We find experiential value in the latest technology and show how it can be applied to: New consumer engagement solutions, RedPeg products/services. It's one part forecasting, one part establishing partnerships, and one part designing novel applications.

CREATIVE DIRECTOR - EXPERIENCE DESIGN AND IMMERSIVE EXPERIENCES // Feb 2022 - July 2022 - Astound Group

I led teams to execute brand-specific digital and physical engagements. Focused on new pitch work and the Faraday Flagship retail location design and build out working in conjunction with the architect of record.

- Creative Lead - Faraday Future flagship L.A. Store and digital experience
- Creative Lead on pitches (won) -
 - Canadian Tire art installations for retail store lobby

- Wintermute - Cryptocurrency exchange booth design for Consensus 2022

SENIOR ART DIRECTOR- EXPERIENCE DESIGN AND TEMPORARY ARCHITECTURE // 2011 -2022 --GMR Marketing

- Creative Lead for U.S. Bank for 1.5 years across all creative projects - physical / mobile activations, video, Visual ID, Event/Hospitality and Virtual Awards
- Full brand roll-out for an emerging product in the U.S. (client name confidential) - Responsible for experiential designs that range across scales from 4 inline retail stores, 2 types of mobile trailers, and 10 styles of kiosks from mall concourses to convenience stores. Responsible for design leadership, overall visualizations, material selection, oversight with vendors and contractors.
- Traveling Mobile brand activations for large brands including: Nissan, 3M, Bacardi, and Humana
- 90 brands & 200+ projects over 10 years - range of sizes & permanent / temporary designs: U.S. Bank, ESPN, Google, SAP, Nissan, Intel, Visa, Under Armour, NFL, Miller-Coors, HPE, Altria.
- Digital Worlds (Art Direction): ESPN X-Games Virtual winter and summer games website , Acthar Street 3D world website and digital portal
- 2 Direct Reports and mentorship, Experiential Architecture discipline lead 2017-2020

PARTNER & DESIGNER // 2009 - 2014 -- Design Fugitives

Co-founder of a boutique art, design and fabrication studio based in downtown Milwaukee. Launched the company by leading branding, website design, client meetings, overall business direction and staff payroll, seeing initial growth from start up with no revenue to annual revenues of \$500,000 in 2015. Co-designed and managed fabrication of major interior sculpture projects still on display .

FREELANCE DESIGNER // 2008-present -- Various Clients: Architecture services, Website design services and Prototyping CAD services. Freelance design for various architectural offices, businesses, and individual clients to provide architectural visualizations and architectural drawings for permit review, branding, digital CAD prototyping, and most recently part design for local motorcycle fabricator. Development and launch of "Your Architecture Friend," an online-only architectural consultation business. .

ADJUNCT PROFESSOR - ARCHITECTURE // 2008 - 2010 -- University of Wisconsin - Milwaukee School of Architecture & Urban Planning

Taught undergraduate and graduate level design studios, including my own topic studio (*"Transient Studio: on Temporality, Scale and Movement*) and the prestigious Marcus Prize Studio in 2010 (*"Forecasting Milwaukee For The Urban Age"* with Alejandro Aravena of Chile).

Community /

Design Review Board // 2019 - present -- Village of Shorewood

Volunteer position to evaluate and recommend design changes to commercial and residential construction projects to maintain an aesthetic fit into the urban fabric of the village

Education /**MASTER OF ARCHITECTURE // 2007** -- University of Wisconsin - Milwaukee School of Architecture & Urban Planning

- Henry Adams Medal, from the American Institute of Architects, recognizing the top graduating student

B.S. ARCHITECTURAL STUDIES // 2003 -- University of Wisconsin - Milwaukee School of Architecture & Urban Planning

- Summa Cum Laude; Dean's Honors
- Certificate in Urban Planning
- Studies in Structural Engineering for 18 months (Milwaukee School of Engineering - 1999 - 2000)

CONTINUING EDUCATION // 2019 -- IDEO U - *Cultivating Creative Collaboration* Certificate**Software & Skills**

- Digital Modeling: Fluent in Rhinoceros, Grasshopper for Rhinoceros (logical modeler), SketchUp, Cinema 4D
- Imaging/Layout: Adobe PhotoShop, Adobe InDesign, Adobe Illustrator, Adobe Premiere, Keynote
- Creative Lead: Graphic Design, Motion Design, Copywriting (concept, strategy), Visual I.D Systems, Branding
- Event Production - creative lead
- Creative problem solving, Design Direction, Design Research
- Strategic Thinking, Social Trends, Interactive Experiences,
- Storytelling, Creative Execution, Event Building
- Presentations - online & in person