

RYAN O'CONNOR

DIRECTOR OF INNOVATION | SENIOR CREATIVE DIRECTOR | 3D DESIGN LEAD

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PROFESSIONAL SUMMARY

Highly experienced Creative Director and 3D Designer with a distinguished track record in innovation, experiential design/build, and brand leadership. Skilled in translating concepts into immersive experiences with a focus on human-environment interaction. Proficient in team leadership and project delivery, aiming to leverage expertise in creative vision, design excellence, and strategic brand alignment.

SKILLS

- Creative Direction and Art Direction
- 3D Design (Architecture, Interiors, Fabrication)
- Branding
- Strategic Marketing and Innovation
- Augmented Reality (AR), Artificial Intelligence (AI),
- Customer Loyalty Programs
- Written and Oral Communication
- Trend Forecasting,
- Digital Experiences (UX/UI)
- Adobe Suite (Indesign, Photoshop, Illustrator)
- Rhino, CAD, SketchUp, Cinema 4D
- Team Leadership, (ELT) Engagement
- Design Thinking
- Emerging Technology

CAREER HIGHLIGHTS

Creative Direction and 3D Design: Led hundreds of successful projects, expertly crafting immersive architectural, interior, and fabrication designs, showcasing a unique blend of artistic vision and technical proficiency.

Innovation in Strategy and Marketing: Created advanced strategies in experiential marketing, leveraging AR and AI technologies, to drive agency-level innovation and brand transformation.

Leadership in Digital Experiences: Masterminded UX and UI initiatives, guiding teams to deliver digital experiences that resonate deeply with audiences and set new benchmarks in design thinking.

PROFESSIONAL EXPERIENCE

Director of Innovation, Sr. Creative Director, RedPeg Marketing, Alexandria, VA | June 2022 - Present

Force multiplier at the agency, bringing fresh thinking, conceptual and strategic vision for immersive experiences and branded activations. Both 3D and graphic design leadership

- Led the integration of advanced technologies, including AI; established a dedicated task force and research team.
- Developed strategic partnerships with technology and digital companies to stay ahead of market trends.

- Managed high-profile projects for clients such as Nike, Meta, and GEICO, ensuring brand alignment and innovation in delivery.
- Specific achievements include the design and execution of a unique brand experience for Nike and the Meta Suite at Capital One Arena, showcasing VR technology.

Creative Director, Astound Group, Las Vegas, NV | February 2022 - June 2022

Controlled the design direction over several projects, driving design thinking between architecture and product design.

- Directed the creative process for marketing initiatives, focusing on branding, 3D design, and narrative development.
- Led the design of the Faraday Future flagship store in L.A., showcasing luxury vehicles and a digital design lab.

Senior Art Director, GMR Marketing, Milwaukee, WI | July 2011 - February 2022

Wore many hats over ten years, designing hundreds of experiential activations. Rose to leader in the creative department driving critical thinking and client facing role across many Fortune 100 clients.

- Guided design solutions for experiential marketing campaigns, serving over 75 clients, including Google, Nissan, and Miller Coors.
- Key contributions included leading creative design strategies for U.S. Bank and conceptualizing physical and mobile activations.

Adjunct Professor, Architecture, University of Wisconsin - Milwaukee, Milwaukee, WI | 2008 - 2010

Developed a curriculum specific to my design vision, led a design studio solo and spearheaded a study abroad trip to Chile.

- Conducted undergraduate and graduate design studios, focusing on temporality, scale, and movement.
- Co-led the Marcus Prize Studio, collaborating with Pritzker Prize architect Alejandro Aravena.

EDUCATION

Bachelor of Science in Architecture, University of Wisconsin Milwaukee, Milwaukee, WI

- Urban Planning Certificate
- Graduated Summa cum Laude

Master of Architecture, University of Wisconsin Milwaukee, Milwaukee, WI

- Recipient of the Henry Adams Medal (Top honor for graduating Master of Architecture student)

INTERESTS

- Motorcycle Design, Product Design, 3D printing
- Hockey, Running
- Speculative Design Thinking
- Electronics Tinkering