



RYAN T O'CONNOR

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SUMMARY

Experienced Creative Director and 3D Designer with a demonstrated track record of innovation, experiential design and thought leadership. Passionate about bringing ideas to life and emphasizing the interaction between humans and their world. Adept at leading and inspiring design teams to deliver successful projects. Seeking to contribute creative vision, design excellence and brand alignment.

PROFESSIONAL EXPERIENCE

Director of Innovation, Sr. Creative Director – RedPeg Marketing

June 2022 - Current | Alexandria, VA

- Spearheaded the integration of cutting-edge technologies to enhance agency productivity and culture, leading an A.I. task force and research team.
- Forged strategic partnerships with tech/digital companies, staying ahead of industry trends.
- Focused on fostering a culture of innovative thinking throughout the agency, promoting design thinking.
- Led creative efforts on significant projects for prominent clients, including Nike and GEICO.
- Served as Creative Lead for the Nike Leadership Development Program and led Meta Suite Design and execution at Capital One Arena.
- Conducted trend forecasting, established partnerships, and designed novel applications.
- Designed and led creative vision for architectural interiors of Nike VP Development program and Meta Suite interior at Capitol One Arena.

Creative Director - Astound Group

February 2022 - June 2022 | Las Vegas, Nevada

- Managed creative direction and development for a variety of marketing projects, emphasizing branding, 3D design, fabrication, storytelling, and graphic design.
- Oversaw creative designs for on-site and digital experiences, as well as event-based programs.
- Executed brand vision and message through creative direction, collaborating closely with copywriting, digital, and fabrication teams.
- Served as the Creative Lead for the Faraday Future flagship L.A. Store and digital experience.

Experience Cont'd,

Senior Art Director - GMR Marketing

July 2011 - February 2022 | Milwaukee, Wisconsin

- Led the creation and delivery of design solutions to support experiential marketing campaigns, events, and permanent B2C brand engagements.
- Collaborated with cross-functional teams to develop innovative and forward-thinking creative concepts.
- Contributed to the design and execution of digital content for online experiential consumer engagements.
- Served as the Creative Lead for U.S. Bank across all creative projects, spanning physical and mobile activations, video, Visual ID, Event/Hospitality, and Virtual Awards.
- Led the full brand roll-out for an emerging product in the U.S. (client name confidential), overseeing experiential designs across various scales and materials.

EDUCATION

Bachelor of Science (B.S.) - Architecture

University of Wisconsin Milwaukee , Milwaukee, WI

- Suma cum Laude

December
2003

Master of Architecture - Architecture

University of Wisconsin Milwaukee , MILWAUKEE, WI

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

December
2007

SKILLS

- Creative Direction
- 3D Design – Architecture, Interiors, Fabrication
- Branding and Art Direction
- Strategic Marketing
- Innovation – AR, A.I., Loyalty
- Trend Forecasting
- Digital Experiences
- Team Leadership
- Design Thinking
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INTERESTS

- Hockey – played into college, men's league for 20 years, Speculative design thinking around science fiction (published SkyCar City 2006), electronics tinkering and product fabrication (motorcycles, computers), running.