



RYAN T O'CONNOR

DIRECTOR OF INNOVATION | CREATIVE DIRECTOR | 3D DESIGN LEAD

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SUMMARY:

Experienced Creative Director, brand lead and 3D Designer with a proven track record in innovation, experiential design, and thought leadership. Passionate about translating ideas into immersive experiences, emphasizing human interaction with the environment. Adept at leading design teams to deliver successful projects. Seeking to contribute creative vision, design excellence, and brand alignment.

SKILLS:

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

PROFESSIONAL EXPERIENCE:

Director of Innovation, Sr. Creative Director – RedPeg Marketing

June 2022 - Current | Alexandria, VA

- Spearheaded the integration of cutting-edge technologies, leading an A.I. task force and research team.
- Forged strategic partnerships with tech/digital companies, staying ahead of industry trends.
- Led creative efforts on significant projects for prominent clients, including Nike, Meta and GEICO.

Leading Nike:

- Built a unique brand for this training from the ground up. Including environmental design, fabrication consulting, motion graphics, graphic VIS, and digital integration. Client facing role.
- Curated a custom experience developed exclusively for the Nike brand and their 400+ VP-level talent.
- Designed custom trading cards for each VP, resulting in a unique group connection.

Meta Suite @ Capital One Arena:

- Developed and showcased the Meta brand in a functional and on-brand stadium suite for 40+ games/events.

- Design showcasing VR tech for the emerging metaverse.
- Participated in concept, client interaction, design, and construction.

Expansive Video Game Release- A Telltale Series:

- Launched an immersive game (The Expanse by Telltale) in LA with 1.2M videos viewed, 13k Engagement Rate, and 417 Event articles.
- Transformed an empty warehouse into an interactive journey with special effects and authentic memorabilia.

In-N-Out Family Picnics:

- Designed and executed employee picnics in 3 cities for hundreds of employees and their families. .
- Complete experiential design with a themed Adventure concept.

Zevia Mobile Sampling Program:

- Design and concept for a mobile cart solution. Client facing, creative lead.
- Activated a 4-market sampling program over 160 days, distributing 194k samples.
- Crafted a targeted social media and search engine marketing campaign, resulting in 4.1M+ impressions.

Whistle Pig Whiskey:

- Re-fabricated a mobile tiny house into a replica Sugar Shack, achieving 12.5M media impressions.
- Created an immersive tailgate experience with 31k consumer interactions and 70% intent to purchase.

Marriott Bonvoy Elite member events:

- Concept to design, creative lead, client facing.
- Elevated Marriott's Elite Member Event program in 7 markets with 500+ guests.
- Curated localized themes and interactive food stations, partnering with United Airlines.

Creative Director - Astound Group

February 2022 - June 2022 | Las Vegas, Nevada

- Managed creative direction and development for marketing projects, emphasizing branding, 3D design, and storytelling.
- Oversaw creative designs for on-site and digital experiences, including the Faraday Future flagship L.A. Store. 10,000 SF luxury retail store showcasing the new vehicles, including a digital design lab.

Senior Art Director - GMR Marketing

July 2011 - February 2022 | Milwaukee, Wisconsin

- Led the creation and delivery of design solutions for experiential marketing campaigns and events. 75 clients in 10 years, dozens of programs completed from concept to execution including client facing leadership, pitch team, design lead and 3D design lead.

- Creative Lead for U.S. Bank across various projects, including physical and mobile activations. Other notable clients include: Google, Nissan, Altria IQOS, Polaris, SAP, Intel, Miller Coors.

EDUCATION:

Bachelor of Science (B.S.) - Architecture

- University of Wisconsin Milwaukee - Milwaukee, WI
- Urban Planning Certificate
- Summa cum Laude

Master of Architecture

- University of Wisconsin Milwaukee - Milwaukee, WI
- Henry Adams Medal recipient (Top honor for graduating Master of Architecture student)

INTERESTS:

- Motorcycles / design, product design, hockey, speculative design thinking, electronics tinkering, embarrassing my daughters in front of their friends