

RYAN O'CONNOR

Director of Innovation | Creative Director | 3D Design Leader | Passionate Motivator

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PROFESSIONAL SUMMARY

Forward-thinking Creative Director and AI Design Expert with over 15 years of experience in the intersection of design, storytelling, immersive environments, technology, and AI, specializing in creating intuitive and impactful digital experiences. Proven track record in leading design initiatives, utilizing AI to enhance user experiences and streamline marketing workflows. Passionate about driving innovation and simplifying complex processes through user-centric design.

SKILLS

- AI and Machine Learning Integration in Design
- 3D Design and Real-Time Visualization
- Team Leader with direct reports
- Team motivator and teacher
- User-Centric Design and Prototyping
- Strategic Design Leadership
- Cross-Functional Team Collaboration
- Design System and Framework Development
- Visual Storytelling and Communication

CAREER HIGHLIGHTS

- Spearheaded retail concepts, visual strategies, and AR/AI experiential campaigns for Nike, Meta, Altria.
- Pioneered the Digital Worlds project, a virtual interactive world for ESPN X-Games (300K+ visitors).
- Taught graduate design studios focused on innovation, future architecture, and contextual design.
- Collaborated with Pritzker Prize architect Alejandro Aravena on the Marcus Prize Studio.
- Strong background in marketing and creative tooling for enterprise teams
- Effective in building functional prototypes and collaborating with engineering teams

PROFESSIONAL EXPERIENCE

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

- Led the development of immersive 3D experiences, leveraging architecture and visualization expertise to create engaging environments and interactive installations.
- Spearheaded AI-driven design projects, enhancing interactive experiences and user engagement.
- Developed and implemented Spark, an AI assistant designed to improve human-machine interfaces and personalize user interactions through data-driven insights.

- Led cross-disciplinary teams in creating innovative solutions that merge AI, design, and technology to address user needs and business objectives..
- Designed a perceptual art installation for NIKE, merging iconic brand elements, which enhanced brand storytelling and connected deeply with audiences.
- Championed the integration of AI and advanced technologies to elevate brand experiences and interactive engagements for clients including NIKE, Meta, and GEICO.

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

- Directed the integration of 3D design and digital technology, emphasizing user-centered design principles to elevate consumer experiences in luxury retail environments

Senior Art Director 3D, GMR Marketing, *Milwaukee, WI* | July 2011 - February 2022

- Championed the use of AI in design, developing Spark to facilitate real-time, context-aware interactions and enhance user engagement across digital platforms.
- Utilized expertise in 3D design and visualization to create immersive and interactive experiences, driving innovation in marketing and user experience design
- Drove innovation in immersive experiences and storytelling, using AI and advanced technology to create groundbreaking campaigns for clients like the NFL, Altria, and Google.
- Spearheaded the Digital Worlds project for ESPN X-Games, creating a virtual, interactive world that attracted over 300,000 visitors, setting new standards in digital engagement.
- Spearheaded the creation of virtual and mixed reality spaces, utilizing advanced 3D design and rendering techniques to produce captivating and interactive experiences.

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

- Taught 6 semesters of undergraduate and graduate level design studios focused on advanced architectural design and innovation. Several students went on to elite architecture programs.
 - Developed a curriculum specific to my design vision, led a design studio solo and spearheaded a study abroad trip to Chile.
 - Developed and led graduate level design studios with a unique curriculum based on temporary architecture and changes in context.
 - Collaborated with Pritzker Prize architect Alejandro Aravena in the Marcus Prize Studio..
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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, signifying academic excellence and relevance to innovative architectural design.

Cultivating Creative Collaboration, IDEO U, Online Certificate, 2019

- Unlocked my team's ability to generate new ideas and reach better solutions by tapping into diverse perspectives.
- Overcame inertia and uncertainty by guiding my team through an iterative process designed to spark creativity and gain alignment.
- Established the cultural conditions that teams need to thrive with thoughtful rituals and agreements.
- Turned tensions between ideas into opportunities for our biggest leaps forward.

INTERESTS & PROFICIENCIES

- Proficient in concept development, 3D design, and using cutting-edge design software to push creative boundaries.
- Enthusiasm for mentoring emerging talent, aligning team efforts with overarching strategic goals.
- 3D prototyping and programming capabilities
- 3d to fabrication experience and capabilities
- **CAD:** Proficient in AutoCAD, fluent in Rhinoceros.
- **3D Printing & CAM Software:** Operate 3D printers and CAM software in a home workshop.
- **Digital Modeling:** Fluent in Rhinoceros, Grasshopper, SketchUp, and Cinema 4D.
- **Computer Programming:** Skills in RhinoScript, Python, HTML, and Java (limited).
- **Rendering/Animation:** Fluent in Cinema 4D.
- **Imaging/Layout:** Proficient in Adobe Photoshop, InDesign, Illustrator, and Premiere.
- **Web Development:** Experienced with Figma, Wix, WordPress, HTML, and Java (limited).
- **Creative Leadership:** Expertise in graphic design, motion design, copywriting, and visual identity systems.

PUBLICATIONS, AWARDS AND EXHIBITS

- Idea Competition Top 16 Selection | Summer 2009: Participated in the "Imagining Recovery" International Design Competition by Columbia C-Lab with Studio X, celebrating Obama's 100th day in office, aimed at imagining a better future through design and visualization.
- Recipient | 2008: Awarded the Henry Adams Medal for architectural excellence by the School of Architecture and Urban Planning (SARUP), University of Wisconsin – Milwaukee
- Recipient | Spring 2007: Awarded the William Wenzler Honorary Scholarship at SARUP, University of Wisconsin – Milwaukee.
- Recipient | Fall 2006: Awarded the Hunzinger Construction Company Scholarship at SARUP, University of Wisconsin – Milwaukee.

EXHIBITION RECORD

- Imagining Recovery "After-Image" | International Exhibition 2009: Featured in a mobile laboratory with C-Lab, Studio X, and Speedism - World Exhibition.
- SkyCar City | Beyond Media Festival 2009: Exhibited at Florence, Italy.
- SkyCar City | Venice Biennale 2008: Presented at Arsenale, Venice, Italy.

PUBLICATIONS

- **Contributor & Editor** | "*SkyCar City: A Pre-emptive History*", 2008,: Engaged as a contributor student and editor for "SkyCar City," authored by Winy Maas and Grace La, published in September 2007. This 240-page hardcover book, rich in color illustrations, delves into futuristic urban mobility and architecture concepts, demonstrating a collaborative academic effort. Available on [Amazon: SkyCar City](#). ISBN: 9788496540583.
- **Image Selected - Speculative Structures** | November 2011: Selected image published by Mark Batty, edited by Matt Bua & Maximilian Goldfarb.
- **Image Selected - Visionary Drawing Building** | 2009: Online archive and book project curated by Mattbua & Maximilian Goldfarb, featured selected image.
- **Images Selected - DCA Communication Exhibition** | 2007: Displayed two images in the exhibition "COMMUNICATION: FLOW FILTER FOCUS FEELING FUNCTION."

DESIGN AWARDS

- Top 16 Finalist | "Imagining Recovery" International Design Competition: Recognized by Columbia C-Lab with Studio X, Columbia University, New York, NY.
- Third Place Award | SARUP Student Design Competition 2008: For the graduate-level thesis "To Move Is Human: the making of movement experiences."
- NCARB National Studio Competition | Fall 2006 - Spring 2007: Placed as one of 6 teams, focusing on modular, modern, affordable housing with advisor Chris Cornelius.

CONFERENCES

- **Presentor** - AIAS Forum- Architecture in Motion | 2007: Presented "To Move Is Human: The making of movement experiences" and "AIA 150: Blueprint for America" with John Holz, AIA.