

RYAN SHERWOOD

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CREATIVE AND EXPERIENCED SENIOR GRAPHIC DESIGNER/ART DIRECTOR.
SPECIALIZATIONS INCLUDE CREATING AND MANAGING PRINT, DIGITAL, WEB,
VIDEO, PHOTOGRAPHY, WRITING AND PUBLISHING.

CAREER ACCOMPLISHMENTS

- Lead, manage, quality control & design corporate print, digital, web and video marketing communications that augment sales to the world's largest retailers (e.g. Wal-Mart, Home Depot, Sear's, Lowe's, AutoZone, Advance, NAPA & GM Europe).
- Project & product management of full design launches from concept through production phases to deliver on time and within budget.
- Superior cross-departmental communication with sales, executive management, engineers, artists, vendors and international manufacturing facilities to accurately implement complex guidelines in all phases of all marketing and product development.
- Lead, supervise and train creative teams as well as coordinate all aspects of project production.
- Print and ebook marketing, cover design and formatting.
- Write, design and produce publications, advertising and marketing campaigns and materials for facilities, exhibits and programs.
- Create, develop and implement strategies and multiple media to improve functionality, innovate and exceed business needs.
- Front end website design and email campaigns.
- Managing, designing & maintaining corporate/brand identity, sales collateral, brochures, direct mailers, newsletters and branding initiatives & management.
- DVD/video direction, production, editing & filming.
- Skilled product photographer & videographer familiar with photo studio equipment and techniques.
- Marketing writing, editing, scripting and publishing experience.

ADVANCED HARDWARE & SOFTWARE SKILLS

- Advanced experience with Adobe Creative Suite - Photoshop, Illustrator, Premiere, InDesign, Acrobat, Dreamweaver, Sony Vegas and QuarkXPress.
- Adept with Mac & PC hardware and software.
- Advanced experience with Microsoft Office.
- Proficient with print, digital, web, barcode and video file setup and formatting.
- Published ebook author, publisher and writer.

PROFESSIONAL EXPERIENCE

**Senior Graphic Designer/
Video Editor & Director**
2007 - Present

MAT Holdings, Inc; (Long Grove, IL): a multi-national manufacturing and marketing company with major retail and industrial clients. Ranked by Crain's Chicago Business as the largest minority owned and operated company in Illinois for 08-09.

- Direct, script, film, produce and edit new air tool, air compressor and automotive product sales and instructional videos.
- Lead designer responsible for MAT's acquisition of Pramac America and Sanborn Manufacturing - two prominent manufacturers. I assumed full responsibility for the smooth migration, reorganization of a massive graphics inventory, brand redevelopment and launch of new product line and sales initiatives.

- Hold a lead design and management role in all phases of automotive, air tool, generator, pressure washers, water pumps, lighting, electronics and lawn & garden product design, decals, print catalogs, product photography, user manuals, translations, signage and all other deliverables critical to the integration and sales of new and existing product lines.
- Lead and design multiple new product brand launches and redesigns involving incorporated sales literature, packaging, hangtags, brochures, video and more for such brands as Powermate, Sanborn, Excell and Industrial Air Contractor H4X.
- Worked directly with AutoZone, Advance, Menards, GM Europe and CARQUEST to create launch their new product packaging and supporting graphics as well as their proprietary brand packaging, literature, posters and P-O-P.
- Sole lead on MAT's development and design of the Excell brand and NAPA's Evercraft brand in creating all consumer marketing materials.
- Lead design of Menard's launch of MasterForce and Performax vises.
- Design product catalogs for the Tiger Accessory Group (a MAT business) and its leading Blazer brand of LED auto lights along with other packaging and decals.
- Marketing copywriter and brochure designer, including ad layouts.

eBook Author
2007 - Present

Synergebooks, LLC: *Publisher with titles sold with FictionWise, Amazon Kindle, eBooks.com, Mobipocket, Barnes & Noble, iPhones and more.*

eBook Publisher
2009 - Present

- Author of 2 novels published in print and digital format. I designed my author website, video book trailers and all book covers.

<http://www.cyrescovelli.com>: *Author's self published ebook site.*

- Create and manage author's website, all digital formatting, assets and ebook & all cover designs.

Lead Graphic Designer
2006

Foresight International, LLC; (Lake Zurich, IL): *a multi-national survey company with major clients such as Otis and Harley-Davidson.*

- Led the design team for all print and digital marketing products and materials.
- Created all marketing materials including email blasts, handouts, brochures, business cards and designed all paper and digital surveys produced in as many as 24 languages.

Graphic Designer / Video Editor & Director
2004-05

Class on Demand; (Hoffman Estates, IL): *a video tutorial company specializing in DVDs on training in creative software education and videos for Cancer Treatment Centers of America.*

- Designed and led DVD preproduction, scripting, directed filming and provided post production editing to create professional DVD training on creative software as well as medical instructional videos and gala events.
- Created packaging, catalogs, videos, web pages, merchandising displays, corporate logos and a wide range of commercial marketing materials.
- Wrote copy, designed handbills, created mock-ups and shot digital photography and video for products.

Graphic Designer
2003-04

Senario, LLC; (McHenry, IL): *a multi-national retail and marketing company whose customers include mass and specialty retailers.*

- Designed retail packaging, presentation mock-ups and merchandisers for a wide variety of products from toys to calculators.

EDUCATION
2002

Bachelors Degree; Columbia College Chicago