



RYAN COUGHLIN

VISUAL DESIGNER

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SKILLS

Web

HTML
CSS
SCSS / SASS
Javascript
PHP
WordPress
Webflow

Software / Applications

Photoshop
Lightroom
Illustrator
InDesign
Premiere Pro
After Effects
Sketch
InVision
Abstract
Zeplin
Basecamp
Clubhouse
Workfront

EXPERIENCE

Tubi San Francisco, CA
Contract Visual Designer Feb 2019–Sep 2019

- Design social media and marketing assets for user acquisition.
- Assist in the development of design templates.
- Implement new identity into motion graphic templates.
- Create app store preview video.

Tailored Brands Fremont, CA
Visual Designer Nov 2017–Feb 2019

- Design website marketing pages, email templates, and digital brand marketing assets for online merchandising.
- Assist in the development of the Men's Wearhouse design system, pattern libraries, and design templates.
- Create in-store signage and prepare production ready files.
- Conduct design research to identify trends in style and design.

Traveling Herbivores San Francisco, CA
Creative Director July 2016–Present

- Developing and executing brand identity
- Film and edit bi-weekly lifestyle video for posting to YouTube and other social channels.

Art.com Emeryville, CA
Jr. Visual Designer July 2016–Nov 2017

- Designed responsive email templates and website assets to promote merchandise.
- Worked with multiple stakeholders, including the Brand Manager, to create marketing assets for various social media accounts.
- Developed design system with a team of fellow designers.

Gumdrop Cases Oakland, CA
Product Photographer / Videographer Oct 2015–Mar 2016

- Filmed and edited product demonstration videos for YouTube.
- Collaborated with creative team to improve user interface.
- Photographed and retouched product shots for print, website and social media.

Arlen Ness Motorcycles Dublin, CA
Jr. Graphic Designer Nov 2013–Dec 2014

- Developed email template designs to send to partner dealers.
- Created announcement layouts and upcoming event flyers for print.
- Facilitated product photography and edited layout and images for the annual product catalog distributed directly to customers.

EDUCATION

The Art Institute of California San Francisco
Bachelor of Science June 2016
Graphic & Web Design — Web concentration