



# RYAN COUGHLIN

## VISUAL DESIGNER

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## EDUCATION

The Art Institute of California  
San Francisco

Bachelor of Science

June 2016

Graphic & Web Design  
Web concentration

## SKILLS

### Web

HTML

CSS

SCSS / SASS

JavaScript

WordPress

Webflow

### Software / Applications

Figma

Sketch

Photoshop

Lightroom

Illustrator

InDesign

Premiere Pro

After Effects

Abstract

Zeplin

JIRA

Workfront

Basecamp

Clubhouse

## EXPERIENCE

Plastiq  
Senior Designer

San Francisco, CA  
April 2022–Aug 2022

- Designed marketing landing pages, emails, social media posts, and PDF brochures for campaigns.
- Art directed brand colors, iconography, and illustrations.
- Audited social media platforms and developed a marketing strategy for Instagram.

SoFi  
Interactive Designer

San Francisco, CA  
March 2020–April 2022

- Designed product landing pages, lifecycle marketing material, social media posts, and in-app assets for campaigns.
- Art directed key visuals for product promotions.
- Worked in collaboration to evolve and update the brand style guide and defined new illustration guidelines.
- Assisted with design system migration from Sketch to Figma.

Tubi  
Contract Visual Designer

San Francisco, CA  
Feb 2019–Sep 2019

- Designed social media and marketing assets for user acquisition.
- Assisted in the development of promotion design templates.
- Implemented new identity into motion graphic templates.
- Created app store advertisements and app preview video.

Tailored Brands  
Visual Designer

Fremont, CA  
Nov 2017–Feb 2019

- Designed website marketing pages, email templates, and digital brand marketing assets for online merchandising.
- Assisted in the development of the Men's Wearhouse design system, pattern libraries, and design templates.
- Created in-store signage and prepared production ready files.
- Conducted design research to identify trends in style and design.

Art.com  
Jr. Visual Designer

Emeryville, CA  
July 2016–Nov 2017

- Designed responsive campaign landing pages and email templates for product promotion.
- Created marketing assets for social media platforms.
- Worked in collaboration to develop design system and patterns.

Gumdrop Cases  
Product Photographer / Videographer

Oakland, CA  
Oct 2015–Mar 2016

- Filmed and edited product videos for website and social media.
- Photographed and retouched product images for print and digital advertising.

Arlen Ness Motorcycles  
Jr. Graphic Designer

Dublin, CA  
Nov 2013–Dec 2014

- Designed and developed email templates for product promotion.
- Created layouts for announcement and upcoming event fliers.
- Facilitated product photography and layout design for annual product catalogs distributed directly to customers.