



design lead, lettering artist, speaker, and writer

- + <http://ryan-rushing.com>
- + <http://ryan.rushing.xyz>
- + get@ryan-rushing.com
- + 214-502-9877

WORK EXPERIENCE

Broadcat, a design company focusing on corporate compliance and ethics

Design lead, June 2016 - present

- + Manage, support, and encourage our diverse design team. We hold consistent internal design critiques of client work and our internal Broadcat products.
- + Manage external contract designers and developers
- + Leading the development of our frontend design system, Catwalk
- + Project management for client work and our products
- + Seeking out news ways and products which extend the Broadcat brand into the world of corporate training.

Buzzshift, digital strategy agency

Frontend designer, Sept 2015 - May 2016

- + Developed and fine-tuned processes to increase efficiency for social media campaigns. After three months of implementing a process, we went from same-day creation/posting to a one-month lead time for posting content.
- + Developed social media strategy and executed social media campaigns for various clients.
- + Design and front-end development for various clients. Created written UX audits for various client websites including Everlane, Cash America, and Which Wich.

Kalkomey Enterprises, publisher of safety materials and online courses

UX designer, Oct 2012 - Sept 2015

- + Worked on the squad to construct a custom CMS for the marketing pages. My role was working with the editors to rework the design for the marketing pages. Top goals were to increase clarity of the course and create a sense of excitement about online safety education.
- + Lead team to create interactive games within courses. Top goal was solving usability problems on mobile devices.
- + Participated in Kalkomey's Standards and Design guilds. Top goals were deciding coding standards and design direction, respectively.

SELECTED SPEAKING

- + **Guest co-host:** DSVC Rough Talks podcast, Building Worlds
- + **Guest lecturer:** SMU, Digital Strategy
- + **Adjunct instructor** - Art Institute, Expressive and Experimental Typography
- + **Co-host:** Art Funk podcast

TOOLS AND SKILLS

Frequently used and well understood tools

- + Adobe Creative Cloud
- + Microsoft Office
- + GSuite
- + Social media networks
- + Slack
- + Trello
- + Asana
- + HTML/CSS

Strongest skills

- + design strategy
- + client presentation and communication
- + project management
- + coaching and mentoring
- + lettering and typography
- + illustration
- + copywriting and long-form writing
- + photography

FORMAL EDUCATION

Louisiana Tech University
BFA in Communication Design,
Spring 2009