

RYANN MCKINNEY

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ARTIST STATEMENT

I am a graphic designer and lover of typography, color, and art. I have worked in the marketing and graphic design field for over 7 years and have enjoyed every second of it. I have a range of design experience in print, web, product and more. My passion is to take an idea and make it into something that is captivating and leaves an impact.



EXPERIENCE

GRAPHIC DESIGNER

SLOAN MUSEUM & LONGWAY PLANETARIUM

- Manage and design exhibit campaigns, including print and digital pieces
- Create and manage marketing materials for the Flint Cultural Center Corporation

FLINT
MICHIGAN
2017 - PRESENT

ASSISTANT COMPOSITION MANAGER/GRAPHIC DESIGNER

TRI-COUNTY TIMES

- Managed designers in the composition department
- Managed and designed websites, ads, and publications for clients
- Designed the weekly paper and special publications
- Created and managed marketing materials for the corporate office

FENTON
MICHIGAN
2016 - 2017

PRODUCT & GRAPHIC DESIGNER

BAUDVILLE

- Created innovative products and themes for recognition products and put those products into captivating catalog layouts

GRAND RAPIDS
MICHIGAN
2014 - 2016

DESIGN AND WEB MARKETING SPECIALIST

FUSION EDUCATION GROUP

- Designed and managed school websites
- Developed brand-consistent web and print materials and templates
- Used analytics to create marketing plans
- Planned events and trained staff on marketing platforms

GRAND RAPIDS
MICHIGAN
2013 - 2014



EDUCATION

SAGINAW VALLEY STATE UNIVERSITY

BA Graphic Design • Minor - Spanish, Semester abroad in Spain



PROFICIENT IN

ILLUSTRATOR CC

PHOTOSHOP CC

INDESIGN CC

WORDPRESS

KNOWLEDGEABLE IN: Flash, Dreamweaver, ScanFont, Typetool, Joomla, Salesforce, Constant Contact, Google Adwords, Sketch



PORTFOLIO

My portfolio is available to view online at:
rlshaffe.wix.com/ryannmckinney



RECOMMENDATIONS

References are available upon request.



LOCATION
GRAND BLANC



INTERESTS

- Photography
- Painting
- Drawing
- Photo retouching
- Cooking
- Travel



SKILLS

- Graphic Design
- Web Design
- Branding
- Illustration
- Photography
- Social Media



AWARDS

- **SWIFTY'S LOGO COMPETITION**
- **CARDINAL SINS** - black & white photography published
- **INSPIRE AWARD**



ORGANIZATIONS

- University Foundation Scholars
- National Society of Collegiate Scholars