

Ryan Keller-Marchese

Senior designer with 16 years industry experience seeking to collaborate with fellow creatives to better our community through the power of story.

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Education

Bachelor of Science,
Graphic Design
The Art Institute of Portland
Portland, OR 2008

- ▶ Branding & Production Designer, Senior Fashion Showcase
- ▶ Contributing Writer & Editor, STAC Student Paper

Proficiencies

Adobe Acrobat	◆◆◆◆
Illustrator	◆◆◆◆
InDesign	◆◆◆◆
Photoshop	◆◆◆◆
SketchUp	◆◆◆◆
Keynote	◆◆◆◆
Pages	◆◆◆◆
Numbers	◆◆◆◆
Microsoft Office Suite	◆◆◆◆
MacOS	◆◆◆◆
Windows OS	◆◆◆◆

Focuses

Design Strategy
Design Management
Event & Venue Design
Interior Design
Production Design
Sustainability



Create

Retail Story Designer—Nike, Beaverton OR
Apr 2022—Present

- ▶ Designs retail store environments—floor planning, consumer journey, graphic and digital installations—in partnership with architectural and merchandising colleagues.
- ▶ Art directs and manages input from international territory partners across the Asia-Pacific-Latin-America retail markets.
- ▶ Develops prototyping and sustainability workflows with external production partners.
- ▶ Focus on leading creative teams through empathy and people-first-storytelling.

Graphic Designer—Culminate, Portland OR
Apr 2010—Jan 2016, Apr 2018—Apr 2022

- ▶ Designs graphic layouts and retail displays for monthly launch campaigns across a fleet of 25 stores nationwide. Partners with junior team members to design graphic layouts for additional, quarterly updates.
- ▶ Creates conceptual renderings for product displays and interior environments.
- ▶ Collaborates with Accounts and Production teams to strategize production methods, materials specs, and engineering needs.

Freelance—Circle Triangle Square, Portland OR
Jan 2008—Dec 2008

- ▶ Created and maintained social media accounts for agency clients (including Facebook, Twitter, Wordpress).
- ▶ Strategized social media usage for the agency, writing scripts and recommended schedules for future development (beyond the term of my contract).
- ▶ Assisted principal designers with preparing print-ready assets for client delivery.

Manage

Design Operations—Culminate, Portland OR
Jan 2016—Mar 2018

- ▶ Supervised a team of 5 designers, responsible for national, monthly retail campaigns.
- ▶ Strategically scheduled incoming client work, prioritizing staffing needs and managing freelance agents when required.
- ▶ Organized and distributed design briefs for internal teams; managing an internal database of design libraries and client information.
- ▶ Developed workflow strategies to ensure on-time delivery of jobs and client satisfaction.

Sustainability Coordinator—Culminate, Portland OR
Sept 2018—Present

- ▶ Committee coordinator for in-house sustainability committee, as part of the nationally recognized Sustainable Green Printing Partnership.
- ▶ Conducts yearly sustainability policy audit and prepares written reports for internal and external stakeholders.
- ▶ Schedules monthly status evaluations and quarterly committee meetings. Ensures quarterly benchmarks and goals are completed, fully and on time.

Produce

Production Designer—Culminate, Portland OR
Apr 2008—Apr 2010

- ▶ Prepared digital files for print output, using layout compositions from senior design staff.
- ▶ Assisted design and management staff with client presentation layout.
- ▶ Performed photographic retouching as-needed (color correction, image extensions, modifying photographic compositions).