

Ryan Vickerman

Hello! My name is Ryan Vickerman and I am a digital creative and design nerd that is obsessed with making the online world more engaging, enriching, and accessible by crafting code, variegating vectors, and pushing pixels.

I am a highly skilled, full-spectrum digital creative and marketing specialist with a broad range of expertise in website design, UX/UI design, email design, and digital marketing. I have a proven track record of successfully delivering high-quality solutions for B2B and B2C clients across a wide range of industries, including financial products, consumer goods, retail, pharmaceutical, and manufacturing.

Experience

AIG / Corebridge Financial

Sept /14 - Present

aig.com / corebridgefinancial.com

Digital design consultant

- Contributed significantly to the design and development of the Corebridge global website.
- Led the rebranding of digital content from AIG to Corebridge on websites/microsites, landing pages, and in multimedia experiences.
- Developed a design system for company-wide internal and public-facing digital applications.
- Implemented a company-wide marketing email template design system.
- Created internal tools and training materials for digital design production.
- Developed creative production workflows with interdepartmental SLAs.
- Led the creative team on best practices for digital design and implementation.
- Collaborated closely with cross-functional teams comprising web/product developers, project managers, copywriters, digital strategists, email developers, and marketing professionals to support both small and large initiatives.
- Conducted research, performed A/B testing, and tracked data analytics to inform designs and enhance marketing effectiveness.
- Conceptualized and developed national promotional campaigns, working closely with stakeholders to promote initiatives and increase engagement.

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social. @ryanmvickerman

Seed Creative

Jan /02 - Sept/14

seed-creative.com

Creative Director / Graphic Designer / Proprietor

- Led successful campaigns for renowned brands such as Delta Airlines, American Express, Merrill Lynch, Edward Jones, Ally Bank, Astra Zeneca, and many more.
- Experience in B2B and B2C marketing for SMBs to Fortune 500 companies across various sectors, including consumer goods, retail, financial, pharmaceutical, and manufacturing.
- Digital strategy and implementation including search engine optimization, local search, inbound marketing, content creation, authorship, search engine marketing, pay-per-click advertising, display advertising, social media advertising, and email marketing.

GWJ

Mar /01 - Jan /03

Creative Director / Graphic Designer

- Experience in conceptualization, strategy, and production for projects with clients including Home Depot, Old Castle, Janus International, and various others.
- End-to-end experience managing a production team, including creative direction, workflow, scheduling, and fulfillment.

Skills

Disciplines

- Website design
- Design system development / implementation / governance
- UX design
- UX research
- Wireframing
- Prototyping
- Email design
- Front-end development - HTML / CSS / PHP
- Print Design / production / prepress
- Mac expert
- Windows proficient

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Software

- Adobe Creative Suite
 - XD
 - Illustrator
 - Photoshop
 - InDesign
 - Acrobat
- Sketch
- Figma
- Invision

Content Management Systems/Platforms

- Adobe Experience Manager
- WordPress
- Joomla
- Ceros multimedia interactive platform

Certifications

- DeQue ADA compliance training
- Google Adwords Fundamentals Certified Professional
- Google Adwords Advanced Search Certified Professional
- Google Adwords Advanced Display Certified Professional
- Google Analytics IQ Certified Professional
- Bing Accredited Professional
- Yext Certified Partner
- Hootsuite Certified Professional

Education

Savannah College of Art and Design

Aug /99 - Mar /01

scad.edu

- Pursued Bachelor of Arts, Industrial / Product Design and Graphic Design
- Dean's List for academic achievements

Kennesaw State University

Jan /04 - Jun /04

ksu.edu

- Coles College of Business / Georgia SBA- Continuing Education Small Business Development Course

Associations

AIGA, The Professional Association For Design

aiga.org

Interaction Design Foundation

interaction-design.org

Digital Marketing Institute

digitalmarketinginstitute.com

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