

# Ryan Vickerman

*Creative leader, design strategist, team builder and overall darn good guy*

ryan@ryanmvickerman.com | 615-605-0880 | @ryanmvickerman

## Summary

Seasoned creative leader with over 20 years of experience driving innovative design strategies and managing high-performing teams. Proven track record of delivering impactful campaigns for Fortune 500 companies and fostering a culture of creativity and collaboration. Adept at translating business goals into actionable design solutions while mentoring talent and optimizing workflows. Seeking to lead a forward-thinking team at a stable yet innovative company where I can shape digital experiences and drive measurable results.

## Key Leadership Achievements

- **Led the rebranding of AIG to Corebridge Financial**, unifying digital presence and boosting team efficiency through the development of a comprehensive design system and streamlined workflows.
- **Spearheaded award-winning campaigns for Delta Airlines and American Express**, setting new industry benchmarks and delivering measurable business impact.
- **Developed and implemented a company-wide design system and marketing email template system**, enhancing brand consistency and operational efficiency across departments.
- **Created internal tools, training programs, and best practices**, improving digital design production and elevating team performance through mentorship and strategic guidance.
- **Collaborated with cross-functional teams** (including developers, marketers, and project managers) to deliver seamless projects under tight deadlines while maintaining creative excellence.

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## Professional Experience

### **Creative Director - Digital**

*AIG / Corebridge Financial | Sept 2014 – Present*

- Directed the design and development of the Corebridge global website, ensuring alignment with brand vision and business objectives.
- Led the creative team in rebranding digital content from AIG to Corebridge across websites, landing pages, and multimedia experiences, ensuring consistency and quality.
- Developed and governed a design system for internal and public-facing digital applications, driving brand cohesion and operational efficiency.
- Implemented a marketing email template design system, optimizing production workflows and ensuring scalability.
- Established creative production workflows with interdepartmental SLAs, improving collaboration and project delivery timelines.
- Mentored and trained emerging talent, fostering a culture of creativity and continuous improvement.
- Leveraged research, A/B testing, and data analytics to inform design decisions and enhance marketing effectiveness.

### **Creative Director / Proprietor**

*Seed Creative | Jan 2002 – Sept 2014*

- Led successful campaigns for Fortune 500 clients including Delta Airlines, American Express, Merrill Lynch, and Astra Zeneca, delivering work that exceeded client expectations and set industry standards.
- Managed a multidisciplinary team of designers, writers, and developers, fostering a collaborative environment that prioritized innovation and timely delivery.
- Developed digital strategies encompassing SEO, SEM, content creation, and social media advertising, driving measurable results for B2B and B2C clients.
- Translated client goals into actionable creative strategies, ensuring alignment with business objectives and brand vision.

### **Creative Director**

*GWI | Mar 2001 – Jan 2003*

- Conceptualized and executed projects for clients such as Home Depot and Janus International, overseeing creative direction, workflow, and fulfillment.
- Managed a production team, ensuring high-quality output and adherence to project timelines.

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## Core Competencies

- **Leadership & Team Building:** Proven ability to lead, mentor, and inspire creative teams to achieve excellence.
- **Strategic Vision:** Expertise in aligning creative output with business goals through data-driven insights and innovative design strategies.
- **Project Management:** Skilled in managing complex projects, optimizing workflows, and delivering results under tight deadlines.
- **Collaboration:** Extensive experience working with cross-functional teams to deliver seamless, high-impact projects.
- **Mentorship & Training:** Passionate about developing talent and fostering environments where creativity thrives.
- **Technical Proficiency:** Strong foundation in design tools (Adobe Creative Suite, Figma, Sketch) and front-end development (HTML, CSS, PHP).

## Education & Certifications

- **Savannah College of Art and Design**
  - Pursued Bachelor of Arts in Industrial/Product Design and Graphic Design
  - Dean's List for academic achievements
- **Kennesaw State University**
  - Coles College of Business / Georgia SBA – Continuing Education Small Business Development Course
- **Certifications:**
  - DeQue ADA Compliance Training
  - Google AdWords & Analytics Certified Professional
  - Bing Accredited Professional

## Professional Associations

- AIGA
- Interaction Design Foundation
- Digital Marketing Institute