



## Ryan Keller

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### PROFILE

## Senior Creative Director

Commercial Marketing, Communications & Design • Creative Advertising • Digital & Integrated Campaigns

Award-winning creative director with record of success propelling brand awareness, bolstering customer loyalty, and increasing revenues through development of original creative concepts, visually-persuasive designs, strategic branding, and integrated marketing campaigns spanning traditional, digital, and emerging media platforms.

- 14-year career within creative development, including seven years in senior leadership role.
- Compelling portfolio of digital and integrated campaign work, including award-winning corporate productions.
- Proven ability to leverage brands across emerging digital/social platforms to drive increased stickiness and sales.
- Drive collaboration across divisions to foster teamwork, maximize effectiveness, and ensure strategic alignment.
- Cultivate innovation and inspire creative brilliance while steering both creative and operational functions.
- Energetic, affable leader highly skilled in allocating and mobilizing resources on high-tempo creative projects.

Ryan redefines what it means to be a Creative Director. From setting the large-scale vision and pitching C-suite executives to executing a program's design and details with his team of creative professionals, Ryan is always there to guide his team and company towards success. He never failed to amaze me with his creativity, integrity, and leadership in the 10 years I had the pleasure of working with him.

**Marketing Manager, Lead Gen, Sales Campaigns, B2B, B2B2C, IGT, Inc.**

### COMPETENCIES INCLUDE

Creative Leadership  
Corporate Brand Strategy  
Digital, Event, Print & Broadcast Campaigns Advertising  
Mechanical Art & Print Production  
Broadcast Video Production

Visual & Interactive Design  
Front-end Development  
Budget Administration  
Life Cycle Project Management  
Staff, Vendor & Media Relations  
Agency & Team Leadership

## Professional Experience

**INTERNATIONAL GAME TECHNOLOGY, INC. (IGT)**, Reno, NV

\$5.2B global gaming and lottery systems company providing B2B online and mobile gaming solutions.

**Senior Art Director — IGT, Inc.** (MAY 2015 – NOVEMBER 2017)

Promoted to lead new organization chartered to drive brand and creative through integrated marketing campaigns and programs globally.

Functional responsibilities include the enhancement, management and measurement of IGT's brand. Direct paid media, brand strategy and research, brand programs, and Creative Services functions. Drive brand and business alignment across multiple teams within Marketing as well as Sales, Product, and HR teams. Staff responsibilities increased to 16 employees and full-time contractors worldwide.

- **Revitalized IGT's brand platform**, led internal teams, across business segments (Lottery and Gaming), on design and strategic direction for IGT's global presence. Key activities include, global strategy development, positioning, enhancement of the visual expression and definition of identity system, digital and broadcast media.
- **Led creative vision and experience design for the industry's largest trade show**, directed internal creative teams, contractors and agency partners in the creation of multi-media experiences that effectively described and promoted IGT's products and services.
- **Realized the brand platform for industry's first integrated mobile solution, PlaySpot**, spurring customer recognition, securing IGT's role as an industry leader and setting a flexible foundation for future extensions.

#### **Art Director — IGT, Inc.** (MAY 2010 – MAY 2015)

Promoted to champion IGT's brand throughout its go-to-market strategy for all product and solution-based offerings and drive the aesthetic enhancement of online properties to promote products and elevate global brand reputation.

Direct integrated marketing campaigns (event, online, print, broadcast), executing on time, on budget, and on target while creating compelling customer experiences that drive competitive advantage. Lead brand development to support business growth. Oversee state-of-the-art video and photo studios with broadcast video production capabilities. Direct the creative rhythm for 5+ major trade shows per year. Lead creative teams in print, video, photo, and web.

- **Spearheaded global activation of IGT's first creative brand platform in its 30-year history**, including brand book, style guide, internal launch mechanisms, online resource for brand assets, presentation templates, stationary, tradeshow standards, and signage implementation. Led global implementation and final launch of brand within 4 months in 2013. Managed \$2M budget.
- **Bolstered credibility of creative team** by instituting best-in-class creative processes, elevating video and print design, restructuring team, and reclaiming work that was outsourced to 3 agencies. Led to a dramatic **increase in creative output by 3.5% annually** to deliver upon a high volume of **1,800+ projects**, FY2014.
- **Initiated and created the gaming industry's first interactive online annual report**, realizing 20% savings and earning design awards, including a **Gold ADDY Award** and American Gaming Association's (AGA) Gaming Voice **"Best 2012 Annual Report" Award**.
- **Launched IGT's first global print-on-demand business portal**, reducing fulfillment time by 50%+ and propelling Company into the 21st century.
- **Created memorable campaigns** that shaped customer and player perceptions for the gaming industry's most well-known brands: Wheel of Fortune, James Cameron's Avatar, and Ellen DeGeneres. Led communications and successful launch of Ellen products, strengthening partnership with Ellen brand and MGM Resorts International.
- **Earned 20+ creative awards**, including TELLY, ADDY, and recognition from the American Marketing Association.

#### **Senior Visual Designer — IGT, Inc.** (MAY 2008 – MAY 2010)

Promoted to help manage major campaigns, scale visual integration and theme work, and guide creative strategy development and execution, reporting directly to Creative Director. Led design teams of 5-7 per project.

Spearheaded visual and interactive design (print/digital), brand identity design, mechanical art and print production, and photo shoots. Interpreted complex gaming information into accessible user-facing designs. Maintained visual content of on/off-domain display ads. Conceived original marketing concepts. Emphasized brand continuity across various media. Ensured open channels of communication, interfacing with cross-functional internal business partners.

- **Championed ethnographic strategy** to understand the context in which customers use IGT's online properties. Prioritized list of features, streamlined front/back-end development, and directed user-centered design effort for functional enhancements. Negotiated the difficult conversations among internal groups.
- **Branded and marketed the industry's first-ever interoperable server-based gaming solution, sbX™**, a revolutionary product adopted by 149 customers worldwide (out of 450) based on branding and positioning.
- **Refreshed quarterly publications**, driving transformation from shoddy newsletters to progressive large-format magazines of 100+ pages each with 4-5 feature stories, articles, and editorial-style pieces. Spearheaded creative development and production. Managed multi-disciplinary team of 15-40. **Commended for stellar achievement.**

#### **Web Designer — IGT, Inc.** (JULY 2007 – APRIL 2008)

Recruited by headhunter to improve development and management of online properties with full ownership of user-centered visual design practices and front-end development. Guided art direction through development and testing.

- **Introduced new goal-directed, integrated methodology and structural procedures** that were repeatable and scalable, resulting in streamlined, fluid project management with open communication channels. Conceived user workflows for development teams to improve interaction functionality and wireframes.

#### **CDW CORPORATION**, Vernon Hills, IL

[\\$12B Fortune 500 reseller and provider of integrated IT solutions in business, government, and education in the US and Canada.](#)

#### **Internet Designer — CDW, Corp.** (FEBRUARY 2005 – JUNE 2007)

Produced and promoted on-domain graphics for ecommerce programs, leveraging technologies to guide front-end development and client-side interactions. Handled licensed brands for tech product reseller. Took on higher-end strategic projects impacting overall business revenue. Translated business strategy into cohesive design solutions.

- **Led major website refresh.** Developed functional/aesthetic customer-facing extranets, product filtering applications, point-of-purchase pages for all CDW's online properties affecting **800K+products**, contributing to **\$6.78B in revenue**.
- **Developed best practices, methodologies, and standards** for the group as key team member.

#### **Production Designer — CDW, Corp.** (MAY 2004 – FEBRUARY 2005)

Enhanced corporate website, subsidiary sites, and internal platforms. Developed/published on-domain banner graphics.

- **Authored CDW's first flash-based filtering application** that spurred growth in the creative professionals' vertical by directing customers to Apple products.

## SELECTED AWARDS

2015

**SILVER TELLY AWARD,**

Awarded for S3000 Extended Product Video (Directing)

2015

**BRONZE PEOPLE'S TELLY AWARD,**

Awarded for Crystal Core Extended Product Video (People's Choice: Commercial or Marketing Piece)

2014

**GOLD ADDY AWARD,**

Sales Promotion — Trade Show Exhibit

2013

**AMERICAN GAMING ASSOCIATION COMMUNICATION (AGA) VOICE AWARD,**

Awarded for the "Best Annual Report" for gaming industry's first online annual report

## EDUCATION

**BACHELOR OF FINE ARTS (BFA), MULTIMEDIA & WEBPAGE DESIGN,**

Illinois Institute of Art — Schaumburg

## TECHNICAL SKILLS INCLUDE

XHTML • HTML • CSS • XML • RSS • JavaScript • Microsoft Office Suite • Adobe Creative Suite CC