



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.

- 12-year career within creative development, including 5 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 Keller brings a rare combination of incredible creativity combined with detail-oriented project management to his role as Creative Director. Ryan never failed to bring innovative ideas and designs to the table while understanding marketing strategy and the company's objectives. He is an articulate speaker with refined presentation skills. Ryan's team holds a deep respect for him and as a manager, he does a great job of motivating and mentoring his staff. — Inbound Marketing Manager, IGT

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

\$2.34B global gaming and lottery systems company providing B2B online and mobile gaming solutions.

Senior Art Director — IGT, Inc. (MAY 2010 – PRESENT)

Promoted to take charge of IGT's brand and promote releases/sales of ITG-branded games/products. Continuously champion aesthetic enhancement of online properties to promote products and enhance 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 10 tradeshow per year. Manage \$300K annual budget (organizational/capital expenses) and client budgets. Lead creative teams in print, video, photo, and web (14 direct reports, 13+ vendors/freelancers, and 3 advertising agencies).

- 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"
- 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

2013 **AMERICAN GAMING ASSOCIATION COMMUNICATION (AGA) VOICE AWARD,**
Best Annual Report

2013 **GOLD ADDY AWARD,**
Collateral Material — Brochure

2013 **SILVER ADDY AWARD,**
Sales Promotion — Catalog

2012 **SILVER SPIKE AWARD,**
Best Publication

2011 **AGA COMMUNICATION VOICE AWARD,**
Best Communications Campaign

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