

RYAN COLDITZ

CREATIVE SERVICES

WORK EXPERIENCE

LA Weekly, Los Angeles, California, 2006 — 2009, Freelance (2009- Current)

Marketing Designer

Working in an agency-style creative department, responsibilities include concept, design and implementation of promotional campaigns, advertising design and national sales collateral packages. Design projects include music festival promotional packages, corporate identity redesigns, micro-site web design and event branding. Created print/web design packages, including e-mail marketing and interactive web advertisements using Flash and animated GIF.

Editorial Designer

Responsible for cover designs and feature story layouts working directly under the Creative Director. Unique design solutions complimented by experimental typography garnered award-winning acclaim and included two cover designs with the highest pick up rates in the newspaper's history. Concept designs for the 2006 and 2007 LA People special issues as well as various cover designs focusing on the art and music movements in Los Angeles.

Copywriter

Editorial copywriting focused on the Los Angeles music scene. Published interview in the 2007 LA People special issue. Advertorial and marketing copywriting for company communication and external sale presentations.

9.8 Entertainment, Los Angeles, California, 2005 — Current

Marketing Director

Responsible for creative design and marketing for novelty entertainment company. Successful in launching a start-up using creative approaches to marketing, promotion and advertising. Established brand strength through campaigns focused on targeted markets and focused demographics utilizing print and online advertising. Responsible for implementing key industry alliances, cost-effective media purchasing and creative viral marketing. Product placement in worldwide entertainment outlets as well as award winning design and functionality continue to build the strength of the company's image as an innovative industry leader.

IKEA, Costa Mesa, California, 2005 — 2006

Graphic Designer/Production Artist

On-site graphic designer and production artist responsible for all aspects of design from concept to implementation. Applied focus on customer buying behaviors using focused environmental design principles and studying customer flow patterns and identifying key visual placement opportunities in both the showroom and warehouse settings. Project manager and lead designer for showroom redesigns, working closely with corporate style guidelines. Concepted and implemented store-wide promotional campaign promoting credit purchasing using large scale graphics.

CAREER DEVELOPMENT

Focus on innovative creative processes utilizing 3-D print design and photography. Projects include 3-D anaglyph print advertising for IZ3D computer monitors, 3-D photography for Hollywood Arts non-profit organization, official 3-D photographer of 2009 and 2010 Coachella Music Festival. Concepted and designed 3-D marketing package for LA Weekly's 2008 Detour Music Festival. Current development includes 3-D motion graphics and lenticular 3-D design.

EDUCATION

Bachelor of Fine Arts, Graphic Design, 2001 — 2005

California State Polytechnic University, Pomona, California

Graphic design and marketing focus, founder and president of AIGA Cal Poly Pomona student chapter, encouraging networking and continuing design education. AIGA student portfolio competition winner, 2005. Various print design projects presented for 2005 Cal Poly Pomona Art Department's accreditation evaluation.

TECHNICAL SKILLS

Platforms: Mac OS X, PC

Applications: Adobe CS4, HTML (editing, hand coding), Final Cut Pro, MS Office

PORTFOLIO SAMPLES

Online: www.ryancolditz.com; In-Person: Available by appointment.