

# RYAN COLDITZ

CREATIVE  
DESIGNER

## WORK EXPERIENCE

Premiere Props, (2010 - Current)

### Web Designer

Front-end web development, site maintenance, online redesigns, e-mail newsletter creation and social media integration. Additional responsibilities include promotion design packages, environmental signage and print advertising design.

AB3D Creative, (2009 - Current)

### Owner, Designer

Full service design solutions specializing in print and online design, event promotions, identity design and interactive development. Focus on progressive content creation utilizing stereoscopic techniques. Clients include LA Weekly, American Film Institute, Goldenvoice, Music Mogul, R Rock Enterprises and other entertainment industry clients in the Los Angeles area.

LA Weekly, Los Angeles, California, 2006 – 2009

### Marketing Designer

Working in an agency-style creative department, responsible for concept, design and implementation of promotional campaigns, advertising design, media kits and collateral design. Design projects include music festival promotional campaigns, corporate identity redesigns, micro-site web design and event design packages. Created integrated print and web design packages, including e-mail marketing and interactive web advertisements.

### Editorial Designer

Responsible for cover designs and feature story layouts working directly with the Creative Director. Unique design solutions complimented by experimental typography earned recognition from LA Press Club 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 focused on the art and music scenes in Los Angeles.

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 installation. Applied focus on customer buying behaviors using focused environmental design principles, studying customer flow patterns and identifying key visual placement opportunities in both showroom and warehouse settings. Project manager and lead designer for showroom redesigns, working closely with corporate style guides. Successfully implemented store-wide promotional design campaign promoting credit card purchasing using large-scale info graphics.

## CAREER DEVELOPMENT

Focus on innovative processes utilizing stereoscopic 3-D design and photography for print and online application. Projects include stereoscopic advertising and marketing campaigns, event photography and poster design. Official 3-D photographer of 2009 and 2010 Coachella Music Festival. Concept and designed of stereoscopic promotional package for LA Weekly's 2008 Detour Music Festival. Current development includes 3-D online experiences and stereoscopic fine art.

## 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 and Graphic Artist at the Cal Poly Pomona Office of Public Affairs. AIGA Los Angeles student portfolio competition winner, 2005. Student work presented as samples of excellence for the Art Department's accreditation evaluation.

## TECHNICAL SKILLS

Platforms: MAC OS X, PC  
Applications: Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, HTML, Final Cut Pro, MS Office  
Fine Art: Mixed media typography, video production, photography and stereoscopic imaging.