



Ryan Schroeder

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Skills

Working Knowledge of HTML/CSS
Catalog Pagination and Design
Digital Marketing
Technical Illustration
Email Design
Packaging Design
Team Collaboration
Logo Illustration
Typography
Photo Editing
Product Photography
Employee Portrait Photography

Programs

Adobe Suite
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Wordpress
Microsoft Office Suite
Basecamp

Interests

Coaching Youth Basketball
Coaching Track & Field
Cleveland Sports
Running
Photography
Drawing
Film

Awards

2018 Rocky Brands Passion Award
2018 Gold Hermes Award (Rocky Brands
Trade Show Display)
2016 BFA Senior Art Show (Juried)

Education:

Bowling Green State University

BFA in Graphic Design
2012-2016

Experience:

TPC Wire & Cable 2019 - Present:

In my current position as graphic designer for TPC Wire & Cable, I am responsible for the creation and implementation of all marketing materials. This includes sell sheets, sample cards, catalogs, social posts, e-mail and much more. In addition to designing for and maintaining the TPC brand, I also am relied on to be the company photographer and videographer. This additional role requires me to take and edit product photography, employee headshots, and company events; I also film, edit and create transition animations for TPC brand videos.

Rocky Brands 2017 - 2019:

Responsible for designing and maintaining all marketing materials for Rocky Boots. This included designing packaging, POP materials, Boot technology logos and other day-to-day duties. Also, I was responsible for designing the Brand Catalog which is over 100 pages in length and features every product (Footwear and Apparel) spanning over 5 categories.

American Greetings 2016 - 2017:

Worked as a Graphic designer for the Field Sales Training team at American Greetings. My duties included designing graphics and a color system for the Merchandiser Training App, as well as developing new and creative ways to not only inform and teach the individual to become a successful merchandiser but to make the process enjoyable as well as memorable for them.

Trinity Support Services 2010 - 2011:

Worked in the graphic design firm affiliated with my high school, working heavily with clients creating various products such as brochures, informational booklets and more. This is where I first started to gain exposure and experience in the field of graphic design as well as client communication.

Portfolio:

***For more information and to view my portfolio
please go to :***

www.ryanschroederdesigns.com