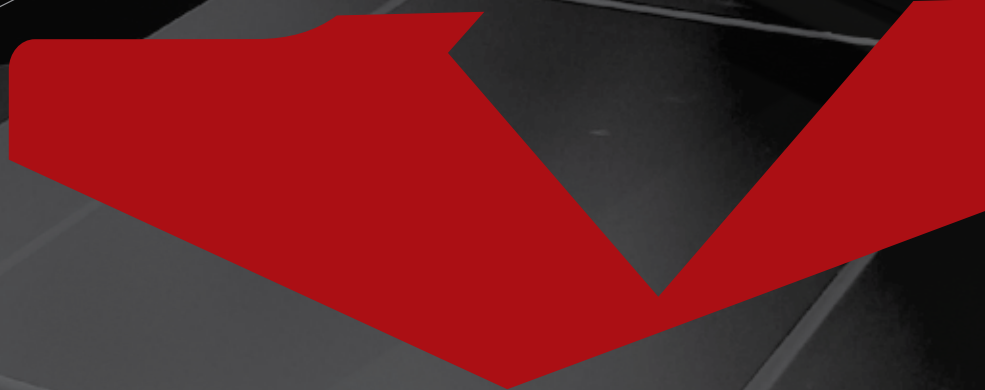




DAN RYDER
nadnad99@yahoo.com





DAN RYDER

DESIGN
LANGUAGE

STRATEGY
BRANDING

CREATIVE
DIRECTION



I think I'm just like everyone else.

I have spent most of my adult life creating/designing/branding advertising to sell products and services to the global population.

I've sold burgers/no fries, tomato soup/no crackers and cookies/no raisins. I've sold women's clothing, men's cologne and baby food.

I've sold nutritional shakes in 73 countries and cell phones in 8 languages. I've sold music, art and the idea of higher education. I've sold classic cars, new RV's and airline tickets.

I've sold prom dresses, funeral flowers and skin care gels. I've sold pistachio nuts, heart-healthy coffee and anti-aging pills but not in that order. I've sold more water than Evian and Voss combined and I've sold a five-thousand year old fruit affectionately known as The Antioxidant Superpower.

I was born in Canada, The home of the Mounties, moose and Molson Beer which I have never sold. I've lived in Indiana, Chicago and Los Angeles.

I've been to England, New Jersey, Washington, Detroit, Denver, San Francisco, Miami, Minneapolis, Vegas baby, Utah, Milwaukee and Kalamazoo but I've never seen Elvis.

My wardrobe reflects four time zones and three climate changes but can still fit in one closet.

I've been a professional hockey player, an actor but always a creative. I've written screenplays, made short films and dined with celebrities.

My short films were official selections at the Los Angeles International Film Festival and some film festival in Utah you've probably never heard of.

I've won awards in three countries but only one solar system. I've won Addy, Tower, Ace and Clio awards but never the Stanley Cup.

I once bought twenty copies of Adweek because I was mentioned in a blurb. I am a member in good standing of SAG, IFP, the Friars Club and I have a punch-card from Subway.

Yeah, I think I'm just like everyone else.

LEARN EVERYTHING YOU CAN





DAN RYDER



Visual communications should convey more than simple matter, beauty, emotions or style. It should, through pure essence, change and challenge ones' beliefs. Shift and progression are implicit to any process of making. When one goes about the daily practice of manufacturing meaning — of defining points of access, framing the interaction, and ultimately determining the entry and exit points — it is only natural that the shifts in the space we inhabit, the ontological sac of being, will be influenced, will be bumped. This is nothing new — but what is peeping through the haze is the recognition that we image makers do more than make pretty pictures.

001

EMBRACE CURIOSITY OFTEN

ARTICULATION
LOGIC

PROCESS
JOURNEY

INTRODUCTION
MESSAGING



SAY SOMETHING MEANINGFUL TO SOMEONE OF MEANING

100



OBSERVE ALL THERE IS TO SEE



002

PASSION: DESIGN AESTHETIC

ACTUALIZATION=REALIZATION

200

FREEFORM

ACTUALISATION: WORK COLLECTIVELY

I am a senior creative with national and international brand-building experience. I have led and managed others yet I am very hands-on and can contribute not only strategically but also execute in the design arena.

The best way to describe my abilities are as such. A small to medium size agency background has afforded me the opportunity to take a project from start to finish giving me hands-on experience in all facets of art direction, design and production.

My conceptual and analytical nature have allowed me to quickly grasp product and category situations regardless of the industry allowing me to play an integral part in the creation and assessment of brand strategies and creative briefs for a wide variety of national and international brands.

My background is diverse in work and clients. I have created and executed upon national and international advertising campaigns initiating brand personalities and ensuring brand cohesion through integrated elements.





**SEARCH. EXPERIMENT. MAKE MISTAKES.
GET LOST. GET FOUND.**





CREABLE DESIGN + GRAVILLIS LOS ANGELES

ACD | 2013-2019
P&G Brand Development + Launch/Identity. Entertainment Concepts + Campaigns

INNERSPIN LOS ANGELES

ACD/CD | 2012 ...
Walgreens, RoadMate Boot Co., Mrs. Cubbison's, The Better Chip, PIMCO

HERBALIFE LOS ANGELES

ACD/CD | 2009-2011 ...
Corporate Sports Branding, Packaging, H24 Product Launch, Merchandise Design

FREELANCE LOS ANGELES

SENIOR CREATIVE | 2008-2009 ...
ESPN, VERSUS, TD Ameritrade, Nissan, American Crew, Nestle, WAMU, Chicago Transit, California Science Center, ROUX, Abba, MOP, VISA

THE AGENCY LOS ANGELES

ASSOCIATE CREATIVE DIRECTOR | 2002-2007 ...
POM Wonderful, FIJI Water, Teleflora, Sunkist, Paramount Farms

FREELANCE LOS ANGELES

SENIOR CREATIVE | 2001 ...
United Airlines, Hilton Hotel, Auburn Cord Duesenberg Classic Car Auto Sales, Hockey Hall of Fame, Liquid Paper, Viagra

MOBIUM CHICAGO ... B2B AGENCY OF THE YEAR

SENIOR ART DIRECTOR | 1999-2001 ...
Motorola, Polycom, Tango Paper

NOBLE + ASSOCIATES CHICAGO

SENIOR ART DIRECTOR | 1997-1999 ...
Gerber, Pillsbury, Campbells'

BOYDEN + YOUNGBLUTT FORT WAYNE

ART DIRECTOR | 1995-1997 ...
Buell Motorcycles, American Coach, Indiana-Purdue University, LincolnRE, Pittman Paint Guns, St Joseph Medical Center

BRAND CATEGORY EXPERIENCE

Sport/Athletics, Beauty/Fashion, Beverage, Corporate/Finance, Food, Technology, Entertainment, Cosmetic, Education, Industrial, Medical, Floral, Automotive, Philanthropic/Non-Profit, Pharmaceutical, Health/Nutrition

Consumer, B2B, Retail, Agency, In-house, MLM Distributor

Print, Broadcast, Film, Music, Video, Collateral, Sales Materials, Style Guides, POS, Direct, Outdoor, Environmental, Viral, Identity, Social Networking, Tradeshows, Clothing, Packaging

Online Components (websites, landing pages, site architecture, microsites, betasites, animated banners, email blasts)



PASSION: DESIGN AESTHETIC

002

002

EDUCATION

GRAPHIC ARTS + DESIGN
INDIANA UNIVERSITY

DECONSTRUCT

PORTFOLIO LINKS

ADVERTISING/DESIGN

<http://nadnad99.wixsite.com/doublewhy>

ENTERTAINMENT

<http://nadnad99.wixsite.com/kart818>

CONTACT

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INVENT

EXPERTISE
BRAND STRATEGY
BRAND POSITIONING
CREATIVE/ART DIRECTION
DESIGN
CONCEPT/IDEA GENERATION
WRITING/CONTENT
ONLINE EXPERIENCE
ONLINE COMPONENTS
MANAGEMENT
COLLABORATION
PRINT + PRODUCTION
MOTION + EDITING
DIGITAL RETOUCHING
PHOTOGRAPHY
BUDGET ECONOMICS
CREATIVE PRESENTATION
CLIENT RELATIONSHIPS



FIND RELIGION. EMBRACE UFOs.



BRANDS WORKED ON BUT NOT SHOWN: PILLSBURY, CAMPBELL'S, GERBER FOODS, TD AMERITRADE, PIMCO, THE BETTER CHIP, MRS. CUBBISON'S

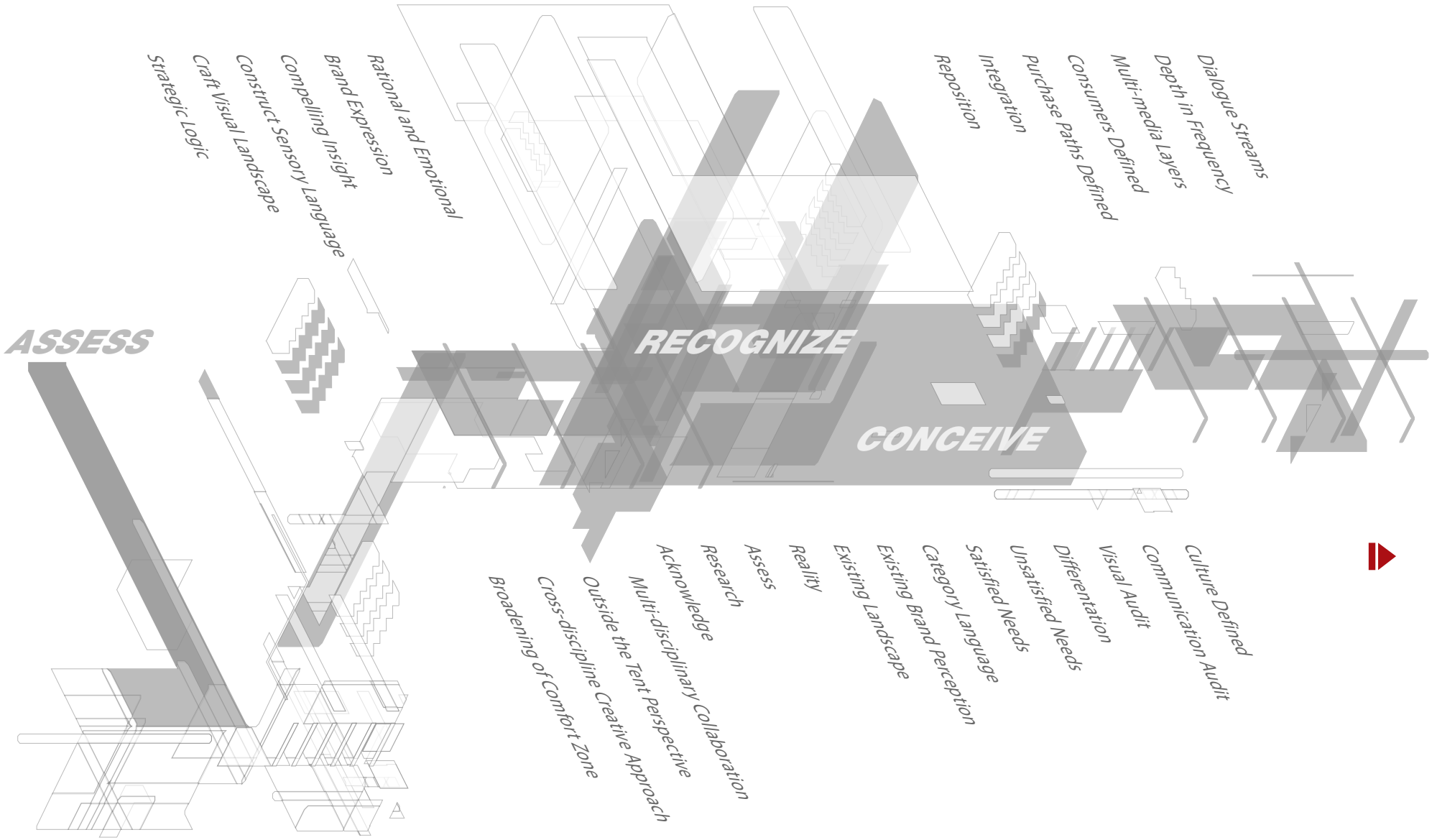
A large, billowing mushroom cloud from a nuclear explosion, with a thick, dark column of smoke and ash rising from the ground. The cloud is composed of dark, dense smoke at the base, transitioning to lighter, more dispersed ash and steam at the top. The background is a hazy, overcast sky.

**THEN FORGET EVERYTHING AND
FIND YOUR OWN WAY TO CREATE**



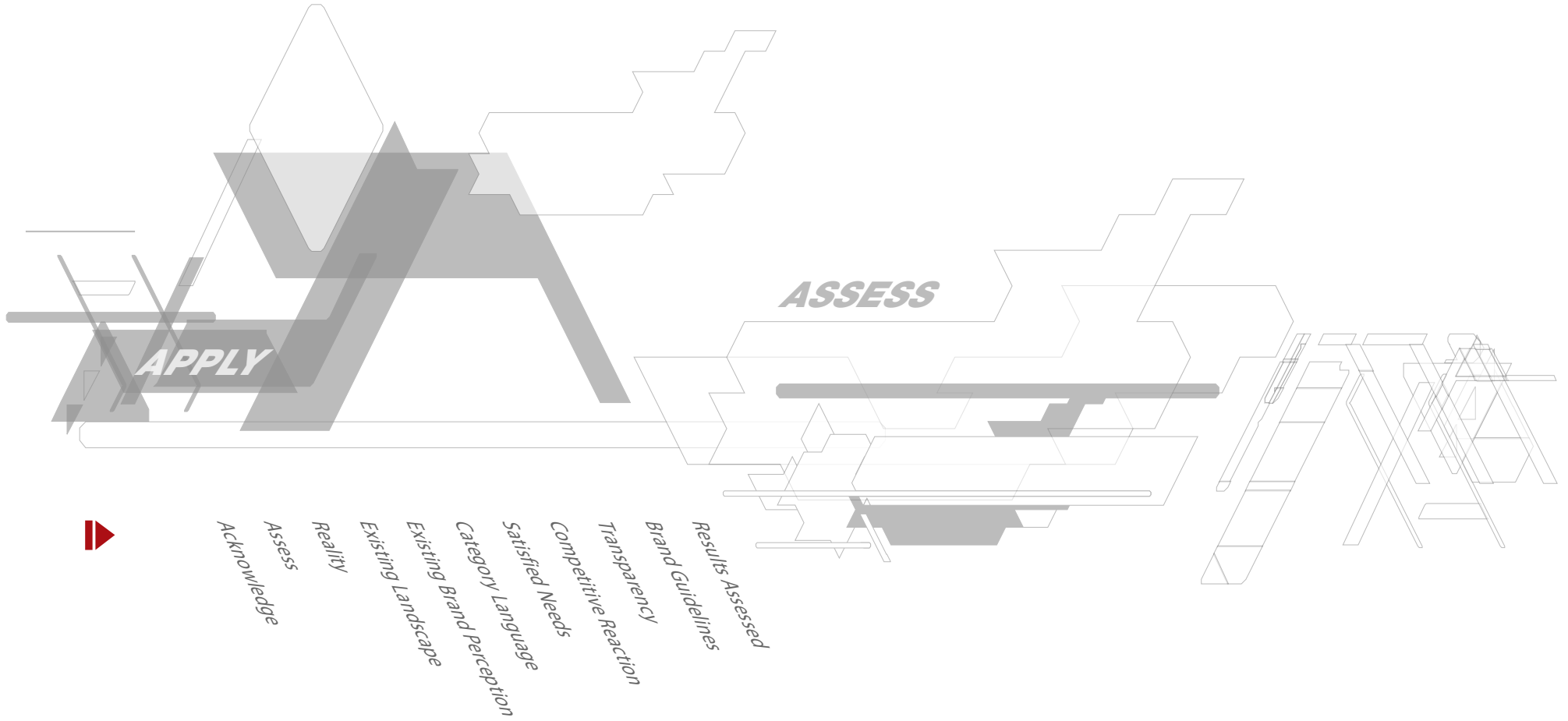


I work by creating solid systems and infrastructure of thinking that drives down into a well researched and rooted foundation of problem solving





I create to solve problems and satisfy needs but most importantly change or confirm one's beliefs.





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