

Ryan Kelm

Creative Designer & Web Developer

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(414) 881-4394 | (414) 533-5215

Milwaukee, WI

WORK HISTORY

SAUCE Advertising, Inc. *Brookfield, WI*

Graphic Design Manager

2021 – 2024

- Led creative production and visual direction for various design projects.
- Prepared print-ready artwork with strong pre-press skills.
- Designed and produced marketing materials, including direct mail, brochures, corporate identity, websites, and digital ads.
- Managed design processes, printer coordination, and print cost estimation.
- Co-managed and maintained client websites and agency's digital assets.
- Analyzed website performance using Google Analytics and other tools.
- Coordinated digital ad campaigns and implemented tracking codes.
- Co-managed freelance designers.

Image Makers Advertising *Waukesha, WI*

Graphic Designer

2016 – 2021

- Assisted the Graphic Design Manager with daily agency operations.
- Designed and updated WordPress websites, digital ads, logos, and other digital content.
- Developed and executed email marketing campaigns, introducing email outreach to clients for the first time.
- Created direct mail pieces, print ads, and corporate newsletters.
- Communicated with printer and approved direct mail proofs to ensure quality and accuracy.

SKILLS

Graphic Designer Skills

- Graphic Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Branding and Identity Design
- Typography and Layout Design
- Print Design and Pre-Press
- Digital Advertising Design
- Web Design (UI/UX)
- Color Theory and Visual Composition
- Photo Editing and Retouching
- Vector and Raster Graphics
- Logo Design
- Creativity and Concept Development

WordPress Developer Skills

- WordPress CMS Management
- HTML5, CSS3
- Responsive Web Design
- WordPress Plugin Integration and Customization
- SEO Best Practices for WordPress
- Website Performance Optimization
- Website Security Best Practices
- Content Management and Updates
- Troubleshooting and Debugging

EDUCATION

B.F.A.

Design and Visual Communication

University of Wisconsin,
Milwaukee

2015

Milwaukee, WI

Ryan
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CREATIVE DESIGNER