

RYAN PRIEST

Senior Visual Designer

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PROFESSIONAL SUMMARY

Senior brand and visual designer with experience leading design execution across brand, marketing, web, packaging, and digital systems in agency and in-house environments. Known for translating complex business and technical requirements into clear, scalable creative solutions. Strong hands-on expertise in WordPress, UX-informed design, and Figma-based systems, with experience guiding creative quality, supporting junior designers, and collaborating cross-functionally to deliver consistent, high-impact work.

CORE SKILLS

Brand & Campaign Design • Digital & Print Design • Packaging & Retail Graphics • Web & WordPress Design • UX/UI Collaboration • Design Systems • Typography & Layout • Photo & Video Editing • Figma • Adobe Creative Suite • Cross-Functional Collaboration

CERTIFICATIONS & CONTINUING EDUCATION

Google UX Design Professional Certificate — Coursera

UX & UI Design with Figma — Coursera

Generative AI & Deep Learning Foundations for Creative Work — Coursera

RECENT EXPERIENCE

Senior Graphic Designer — FatRabbit Creative | 2023–Present

- Own end-to-end design execution across brand, marketing, web, and campaign initiatives, ensuring consistency, quality, and alignment with strategic goals
- Collaborate cross-functionally with copy, account, and strategy teams to translate business objectives into cohesive, on-brand creative solutions
- Provide creative direction, feedback, and quality review to junior designers and collaborators to uphold visual standards and improve output
- Design and deliver high-impact marketing assets across digital channels including paid ads, email campaigns, and social media
- Maintain and enforce brand consistency and visual standards across all deliverables and platforms
- Present creative concepts internally and support client-facing presentations, articulating design rationale and execution decisions

Senior Packaging Designer — TDC USA | 2020–2023

- Led packaging, retail, and large-scale marketing design programs from concept through production
- Produced print-ready packaging and promotional materials for national brands in high-volume production environments
- Ensured brand consistency and production accuracy across high-volume, fast-paced environments

EARLIER EXPERIENCE

Graphic / Web Designer — The Franklin Group | 2017–2020

Designed and executed brand, campaign, and digital assets across print and web channels, supporting marketing and client objectives in an agency environment.

- Designed campaign assets, including web graphics, print collateral, and digital marketing materials
- Supported multiple client projects simultaneously while meeting deadlines in a fast-paced agency setting