

Ryan Dwinells

www.ryandwinells.com
ryandwinells@gmail.com
(774) 217-1011
Brooklyn, NY

Expertise

- Graphic Design
- Project Management
- Clothing Design & Production
- Client Facing Roles

Professional Experience

Eastern Western New York, NY | February 2022 - Present

Founder & Creative Director

- Created original brand identity and concept by juxtaposing peaceful themes of Eastern philosophy with hypermasculine Western Americana
- Design fully original graphics, techpacks, and branding from scratch, then coordinate domestic and overseas production averaging \$824.32 from most recent product launches
- Conceptualize and execute multimedia advertising campaigns across social platforms to build loyal community, growing Instagram following to over 1,100

USA Tees Brooklyn, NY | November 2024 - Present

Apparel Graphic Artist & Account Manager

- Independently design original, production ready graphics for clients, acting as their sole point of contact and production coordinator from project inception through project completion
- Organize and manage up to 20 different apparel production projects simultaneously, ensuring high quality graphic design, screenprinting, and embroidery
- Effectively communicate and collaborate with clients of all scales, from local scrapyard owners to international corporations like FIFA, generating over \$320,000 in sales through first three quarters as an employee

Plus Plus New York, NY | August 2023 - December 2024

Apparel Project Manager & Technical Designer

- Act as a liaison between clients and manufacturing partners to manage multiple apparel partnerships simultaneously - clients include Mountain Dew, Def Jam Records, and the Throwing Fits Podcast
- Execute full production process independently from start to finish as follows: cold pitch clients, create techpacks, find suitable manufacturers, coordinate production, land goods from overseas, and invoice client

Sima Schloss Bronx, NY | January - August 2023

Art Studio Assistant

- Take on a supporting role to assist two experienced painters and sculptor in daily tasks around their two studio spaces
- Write and proofread art show proposal documents, accompanied with designing visual show mock-ups in Adobe Creative Suite

TikTok Content Creator New York, NY | June 2020 - Present

- Built an audience of over 95K+ followers, earning over 7.5 million likes across two accounts by posting comedy, fashion, and music-centric content
- Upload a myriad of original sounds to the app, over 150K videos made using them
- Strategize and shoot videos for clients such as Round Two NYC, Vice Versa Media, and artist Sima Schloss

Skills

- Adobe Creative Suite (*Photoshop, Illustrator, InDesign, and Lightroom*)
- Content Creation
- Social Media Platforms (*TikTok, Instagram, and YouTube*)
- Advertising Campaigns
- Production Coordination
- Video Editing (*After Effects and Premiere Pro*)
- Typography
- Microsoft Excel
- Illustration
- Web Design
- Techpack Creation
- Process & Spot Color Separation

Education

Pace University New York, NY | 2020 - 2024

Bachelor of Business Administration (BBA)

- Marketing, Advertising, and Integrated Marketing Communications Major
- Graphic Design Minor
- Magna Cum Laude

References

- **Chris Corrado** | Owner of Plus Plus
chris@plusplus.nyc, (917) 690-2116
- **Sima Schloss** | Fine Artist
sima@simaschloss.com, (917) 293-2415