

Ryan Thorp

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WORK EXPERIENCE

Ryan Thorp Design • Middletown, Connecticut, USA • Full-time • 10/2013 – Present

Creative Director

- Successfully conceptualized and designed a comprehensive brand identity for Samantha Scavo, a talented photographer and interior designer, establishing a strong and memorable visual presence.
- Spearheaded the transformation of Camp Mattatuck into Mattatuck Scout Reservation by crafting a refreshed and modernized brand identity that resonated with the target audience, resulting in increased engagement and recognition.
- Played a pivotal role in the launch of Lee Cooper's innovative picture frame project, Swoop, by developing a captivating brand identity that encapsulated the project's contemporary and artistic essence, contributing to its market appeal and success.

HqO • Boston, Massachusetts, USA • Full-time • 06/2021 – 12/2022

Senior Graphic Designer

- Revamped HqO's corporate brand identity resulting in a 30% increase in brand recognition within the first quarter, through ideation, design, and execution of company graphics and resources.
- Developed a comprehensive brand style guide and marketing collateral including ebooks, white papers, and product brochures, resulting in a 25% increase in lead generation and a 15% increase in sales revenue.
- Spearheaded the redesign of HqO's website wireframes and images, resulting in a 40% decrease in bounce rates and a 20% increase in website traffic, and positively impacting user experience and engagement.
- Led a cross-functional team between Marketing, Product, Human Operations, and Sales, to ensure consistent and effective brand messaging across all touchpoints, resulting in a 15% increase in customer satisfaction.
- Improved HqO's digital accessibility by implementing ADA best practices resulting in a 50% increase in website usability and accessibility ratings, improving the brand's reputation and inclusivity.

ZAG Interactive • Glastonbury, Connecticut, USA • Full-time • 12/2020 – 05/2021

Senior Graphic Designer

- Produced targeted and visually appealing marketing and social media campaign artwork for clients on a monthly basis, resulting in a 30% increase in brand recognition and a 25% increase in lead generation.
- Successfully managed multiple design projects daily, ranging from large website designs to design support for client services, resulting in timely delivery and high-quality outputs, exceeding client expectations.
- Designed and delivered an intuitive and visually appealing website for a client, resulting in a 40% increase in website traffic and a 25% increase in lead generation, meeting client's detailed requirements and vision.

Legrand, North America • West Hartford, Connecticut, USA • Full-time • 04/2016 – 12/2020

Graphic Designer

- Designed and implemented comprehensive brand guidelines for each Legrand brand and product line, ensuring consistent and effective brand messaging across all touchpoints, resulting in a 25% increase in customer satisfaction and a 20% increase in brand loyalty.
- Communicated and trained all creative updates to all teams, consisting of designers, project managers, and marketing employees across divisions, including integrated, independent, and associate brands, and product lines, resulting in streamlined and efficient workflows, and a 30% increase in team productivity.
- Implemented a new feedback and review process to ensure design consistency and quality, resulting in a 20% decrease in design errors and a 10% increase in customer satisfaction.

EDUCATION

Master of Arts in Information Design

Central Connecticut State University • New Britain, CT, USA • GPA: 4.0

Bachelor of Arts in Graphic Design

Central Connecticut State University • New Britain, CT, USA • GPA: 3.6

CERTIFICATIONS

User Experience (UX): The Ultimate Guide to Usability & UX

Udemy

Design Thinking Bootcamp

Azul Seven

3-Day Project Management for Success™

Project Management Leadership Group

AWARDS & SCHOLARSHIPS

2016 CADAC Student Conference Panelist Speaker

CADAC and the Monica Wolff & Randall Smith Scholarship Competition • 04/2016

VOLUNTEERING & LEADERSHIP

AIGA

In-House Design, Director • Connecticut • 07/2019 – 06/2022

AIGA

Supporting Level Member • Connecticut • 01/2017 – 06/2022