

Ryan Carandang

Creative Director

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Summary

Dynamic Creative Director with over 20 years of experience in art direction and brand development across diverse industries. Skilled in leading creative teams and executing innovative marketing strategies that drive business growth, demonstrated by successful pitches for major clients such as American Honda and Epson. Developed high-impact branding and digital assets that enhance client visibility and engagement. Eager to leverage unique skills to elevate creativity and strategy, ensuring success in any project.

Work Experience

Sr. Art Director, SooHoo Designers, Torrance, CA, United States of America

02/2021 – Present

- Introduced innovative concepts and creative solutions to a well-established design agency.
- Orchestrated successful pitches for American Honda Corporation.
- Developed print marketing collateral, point-of-purchase displays, and packaging designs for Epson.
- Secured new business by winning bids for Surf Internet and Funding Circle, expanding the client roster.
- Engaged in dedicated client-facing interactions with American Honda, Epson, Funding Circle, and Surf Internet.

Creative Director, AdvantageColorgraphics, Anaheim, CA, United States of America

10/2016 – Present

- Collaborate directly with Founders and Management Partners to formulate and implement marketing strategies across various industries such as finance, beverage, wine & spirits, automotive, entertainment, food, insurance, and hospitality.
- Supervise and mentor a diverse team of Designers, Front & Backend Developers, Photographers, Videographers, Video Editors, Copywriters, Art Directors, and Production Artists during creative development.
- Craft and execute impactful brand development initiatives for businesses of all sizes.

Founder/Creative Director, Castle Creative, LLC, Buena Park, CA, United States of America

01/2013 – Present

- Provide comprehensive creative services encompassing corporate identity, branding and marketing, website design and development, creative consulting, logo design, print design, motion graphics, package design, pre-press production, and additional offerings.

Creative Director, Capture® Powered By MOVology, Anahiem, CA, United States of America

10/2016 – Present

- Direct digital and print design for all of Movology's marketing assets.
- Partner with Founders to launch and develop the startup tech company.
- Oversee product development for landing pages, email templates, websites, dashboards, branding, print collateral, trade show booths, pitch decks, and investor presentations.
- Collaborate with the development team to enhance UX/UI for the Capture® dashboard.
- Work with sales teams to create assets and online/offline campaigns.
- Design, develop, and implement HubSpot assets.

Art Director, Treats! Media & Publishing Group, Los Angeles, CA, United States of America

08/2012 – 10/2016

- Directed visual design and development of marketing and web assets.
- Enhanced website UI/UX design.
- Managed email marketing campaigns and ecommerce initiatives.
- Designed and developed print collateral.
- Collaborated with the Founder/CEO and COO.
- Coordinated efforts with the Digital Marketing Director/Web Editor, Subscription Director, and Editor.
- Oversaw company brand management.
- Committed to fostering an inclusive and creative workplace culture.

Partner/Creative Director, Soap Creative Group, Anaheim, CA, United States of America

06/2013 – 01/2015

- Collaborated closely with Founders and Managing Partners to devise and execute marketing strategies and digital content for diverse industries such as finance, beverage, wine & spirits, automotive, entertainment, food, insurance, and hospitality.
- Nurtured a creative workplace culture by guiding Designers, Front & Backend Developers, Photographers, Videographers, Video Editors, Copywriters, and Art Directors in their professional development.
- Designed and developed SEO-enhanced websites with realistic expectations.
- Engaged in conceptual thinking to narrate high-quality corporate brand strategies and logo development.

Freelance Art Director, Cinema Epoch, Los Angeles, CA, United States of America

08/2011 – 05/2014

- Collaborated directly with the CEO to deliver professional-quality DVD package design, title design, and advertisement design.

Senior Graphic Designer, Network Capital, Irvine, CA, United States of America

06/2013 – 09/2013

- Partnered with the Chief Marketing Officer to execute project objectives.
- Handled direct mail asset design, website design and development, animated banner design, corporate identity creation, indicia design, logo design, and WordPress website customization.
- Participated in weekly meetings with the Executive Vice President and Strategic Account Manager of the direct mail vendor and attended daily marketing meetings with the CEO and company Founders.

Graphic Designer, Manwin USA, Los Angeles, CA, United States of America

03/2012 – 09/2012

- Developed branding strategies for all sub-divisions of Manwin USA, including Digital Playground, Playboy Plus, and Brazzers.com.
- Conceptualized and created DVD packaging and print assets, conducted photo retouching, and designed titles/logos.
- Produced marketing assets including web banners and microsites.
- Designed DVD menus, motion graphics, and title treatments.

Art Director/Senior Designer, Digital Playground Inc., Van Nuys, CA, United States of America

06/2008 – 04/2012

- Defined responsibilities that include DVD packaging design, photo retouch, color correction, and editing.
- Executed DVD menu design and development, as well as BD-J menu design and development.
- Created web graphics and banners, along with website design.
- Implemented flash animations and banners, and logo design.
- Executed feature title treatment and design.

Creative Director, SGX Media Design, Garden Grove, CA, United States of America

02/2003 – 05/2008

- Boosted Art Department profits consistently over four consecutive years.
- Optimized company processes for client engagements, delivering high-quality assets with improved turnaround times.
- Mentored graphic artists, developing their skills to enhance effectiveness and broaden market appeal.
- Acquired new accounts while successfully retaining existing business and enhancing client loyalty.

Creative Director, Backstage Multimedia Inc, Cerritos, CA, United States of America

02/2002 – 02/2004

- Led the art team in developing a start-up magazine for national distribution.
- Transformed the existing magazine design and layout to achieve a more aesthetically pleasing format.
- Collaborated with talented photographers to enhance imagery while respecting their creative processes.
- Delivered each issue under tight deadlines.
- Managed a team of four graphic designers, two photographers, three writers, while working closely with the publisher and all featured magazine guests.

Senior Graphic Designer / Art Director, Creative Army, Huntington Beach, CA, United States of America

06/1998 – 02/2003

- Founded a new design company that merged with SGX Media.
- Secured new business and clients through exceptional quality work and referrals.
- Maintained productive relationships with printing vendors, freelance artists, and photographers.
- Reduced overhead expenses through sound financial management while consistently increasing profit margins.

Jr. Art Director, Agenda Marketing Partners, Costa Mesa, CA, United States of America

07/2000 – 02/2002

- Collaborated closely with Creative Directors and Art Directors.
- Delivered a creative pitch to Baja Fresh Corporation, resulting in an exclusive contract with Coca-Cola Fountain Drinks.
- Spearheaded a creative pitch targeting Activision for a marketing contract associated with the Tony Hawk Pro Skater video franchise.
- Nominated for OC Ad Awards 2001 for work on London Dry Gin and Tiger Sport Bar, with notable clients including Coca-Cola Fountain Western Division, Mitsubishi Motors, Cinnabon, El Pollo Loco, Minute Maid, AirTouch, EarthLink, Toski Golf, Shimano, and Coors Light Spanish Division.

Graphic Designer, Bald & Beautiful, Costa Mesa, CA, United States of America

01/2000 – 02/2002

Education

Bachelors of Arts, Graphic Design, Brooks College, Long Beach, CA, United States of America

08/1997 – 05/2001

Associates of Art, Graphic Design, California State University, Long Beach, Long Beach, CA, United States of America

08/1996 – 05/1997

Skills

HTML/CSS Validation

Conceptual Thinking

Presentation Skills

Content Strategy

Social Channels

Product Development

Digital Content

Style Guides

Visual Design

Brand Development

Brand Management

Motion Graphics

Social Media

Package Design

Art Direction

Presentation Design

Interests

Artificial Intelligence

3D Printing/Prototyping

Augmented Reality

Virtual Reality

Projection Mapping

References

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Jessica Medina

Vice President, COO, Movology

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