



RYAN FRANK BELLEROSE

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SUMMARY OF QUALIFICATIONS

A well-rounded and passionate Creative leader with 9 years professional experience dedicated to web, interactive, branding and graphic design. Successful creating both large and small-scale projects with ability to identify and understand client needs to drive optimal results. Skilled people leader with multi-year experience mentoring a team of direct reports.

SPECIALTIES

Creative & Art Direction, Branding, Typography, Packaging, Web, Print and Interactive Design.

EXPERIENCE

Arbonne International LLC

A global skincare, cosmetics and nutrition company

Supervisor of Digital // 2009 – Present

- Leads creation and development of all global digital assets for Arbonne online mediums including web design, video production, social media design and field communication
- Art directs and manages workflow for video production shoots related to major million-dollar product launches and global events to ensure brand messaging is consistent with client objectives
- Maintains a consistent visual presentation for Arbonne digital campaigns featured on web banners, email, landing pages and communication materials ensuring alignment with brand directive
- Supervises and motivates a team of interactive designers and developers to successfully create assets that maintain the look and feel of the brand
- Works closely with cross-functional teams, including Product Marketing, Field Development, International and Events to ensure timelines, objectives and expectations are met
- Initiated and implemented a new Basecamp workflow process attached to a well-integrated project management system
- Manage and develop budgets for all digital assets
- Monitors industry trends to ensure ideas and client solutions are competitively sound

Senior Graphic Designer // 2007 – 2009

- Produced original layouts, packaging designs and identity systems to reflect the overall style and branding of the organization
- Taught best practices for all design applications to an eclectic mix of junior and mid-level graphic designers.
- Created internal programs and design contests to maintain creativity within a corporate environment.
- Attended press checks for print materials produced by the creative department.
- Provided art direction for beauty and lifestyle photo shoots to ensure brand alignment.

Freelance

Art Director, Designer // 2003 – Present

- Designed and developed print collateral, product packaging and digital media for a collective of clients including The Walt Disney Company, 20th Century Fox, Miramax, Extreme Makeover Home Edition, ABC, Ghana, Organo Gold, PRK and more.
- Directed a small team of freelance designers and writers to complete larger scale projects.

Peter Montoya, Inc.

Graphic Designer // 2002 – 2006

- Designed and produced original collateral for the companies' clientele.
- Built identity packages and multimedia presentations to support both internal and external projects.

KNOWLEDGE

Adobe (CS5) Indesign, Illustrator, Photoshop, Dreamweaver and Flash. Proficient in HTML and CSS. Microsoft Office applications and iWork.

AWARDS & ASSOCIATIONS

Art Direction

2010 TELLY AWARD (Bronze)

Arbonne Cosmetics (Product Overview)

360e Productions/M2G Media

Art Direction

2010 TELLY AWARD (Silver)

Arbonne Cosmetics

360e Productions/M2G Media

Art Direction

2010 TELLY AWARD (Bronze)

Arbonne RE9 Advanced

360e Productions/M2G Media

2008 PIASC Award

Arbonne NTC Invitation

AIGA Member

EDUCATION

Platt College

Bachelor of Arts, 2003

Graphic Design & Interactive Media