

# RYAN AHRENS

— [ Graphic & Web Design + Development ] —

Hello, my name is Ryan and I'm a graphic & web designer/developer based in Hamilton, Ontario, who always has simplicity and ease-of-use in mind. I have over ten years' experience in print and website design. I am passionate about design and love working with clients in creating beautiful, practical solutions for their design needs.

## SKILLS

- Fluent in both Windows and Mac platforms
- Adobe Creative Suite Software: Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat with some basic knowledge of Flash
- XHTML, Cascading Style Sheets (CSS), some knowledge of HTML5 and PHP
- Experience with WordPress
- Drawing/Illustration and oil painting

## EMPLOYMENT EXPERIENCE

### Manager, Design & Creative

Reeves Financial Services Inc.  
06.2005 – 09.2011

- **Graphic Design & Brand Design:** Responsible for all graphics and marketing materials; advertisements, newsletters, brochures, posters, postcards, business cards, letterhead, envelopes, greeting/birthday cards, presentation folders, logos, and forms.
- **Website Design & Webmaster:** Maintain company website reevesfinancial.com, using HTML, CSS, PHP, and WordPress
  - » Developed desktop and mobile theme of website (WordPress)
  - » Setup Facebook fan page (and administer), set up twitter account and integrate social media into website
  - » Search Engine Optimization (SEO)
  - » Design and maintain other product specific websites: SaveSomeGreen.ca, IllnessInsurance.ca
- **The Forum – A Marketplace for Stories and Ideas:** A one hour community based radio show on Talk 820.
  - » Logo & Brand Design for all marketing materials, advertisements and promotional items, business cards
  - » Design and maintain website forumradio.ca
  - » Uploading Podcasts to website and iTunes
  - » Setting up Facebook group/fan page
- **Other Duties:** Interim I.T. tech geek: network management, computer and software setup, technology research and testing.



## Graphic Designer & Webmaster

Canadian Financial Publishing Group

08.2000 – 06.2005

### Graphic Designer

- Design financial newsletters on a quarterly basis.
- Select and implement appropriate artwork/photographs for newsletters
- Design personal newsletter biographical headers with client's photographs, logos and contact information
- Scan photographs and/or logos provided by clients
- Ensure biographical or personal portion of newsletter meets compliance standards
- Obtain client approval for biographical detail
- Submit files (Quark documents, logos, photographs, etc.) to printer by email for production
- Designed an ad for internet subdivision of company; published in FORUM magazine

### Web Design/Webmaster

- Design and maintain company website cfpg.com, as well as all other related websites including CEO's personal photography website
- Design and maintain client websites

## Volunteer Graphic Designer & Web Master

Tri-Pride (Kitchener-Waterloo, Cambridge LGBT Committee)

2003 – 2005

- Designed Monthly Newsletter (Pride Pages), posters, advertisements, signs, logos, and tickets
- Designed and administrated website tri-pride.ca



## FREELANCE PROJECTS

### Health Initiatives for Youth Hamilton (HIFY Hamilton)

- Designed all marketing materials; posters, brochures, business cards, logo, and flyers
- Design and administer website hifyhamilton.com



# FREELANCE PROJECTS (CONTINUED)



References available upon request.