

**RAD!
RAD!
RAD!**



OPERATING MANUAL FOR

RYAN ANTHONY DAVIS

CREATIVE DIRECTOR

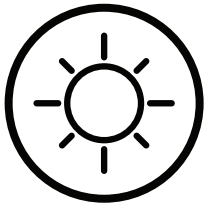
RAD-A-TRON [MODEL NO. 5600]





**ATTENTION
PLEASE READ BEFORE
HIRING/OPERATING YOUR**

RAD-A-TRON 5600



Expose to Sunlight

Make sure your RAD-A-TRON has at least 2 hours of sunlight a day for optimal positivity.



Keep Moving

RAD-A-TRON operates best when encouraged to hike, bike, climb, or snowboard. Failure to keep your RAD moving will result in side bulges.



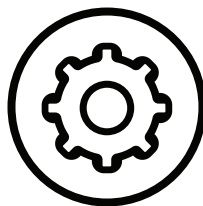
Feed Snacks Regularly

A well snacked RAD-A-TRON is focused and ready to take on more work. Try breakfast burritos in the morning and vegetables and hummus in the afternoon.



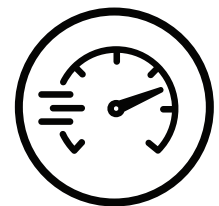
Frequently Brainstorms

For maximum application of conceptual skills, allow your RAD-A-TRON to dream big and find unconventional and strategic solutions to complex business problems.



Self Programming

Your RAD-A-TRON has a huge heart and is always honest. This combination, coupled with excellent communication skills, will mean your RAD is very independent and may train others to be RAD.



Overdrive Mode

Only when absolutely necessary, pour whiskey or beer in your RAD-A-TRON to activate overdrive mode and complete intense tasks & trigger joke status.

**AFTER READING THE INSTRUCTIONS ABOVE,
PLEASE SEE RESUME ON FOLLOWING PAGE**

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RYAN ANTHONY DAVIS

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GOAL

Use a combination of heart and creativity to grow people, make great work, and bring joy everyday.



SKILLS & ABILITIES

Fearless Leadership

With Grit and Grins

Master of Design

Classically Trained in Vis. Comm.
Expert in Adobe Creative Suite

Web Development

UX/UI, Design, Code, Debug

Avid Outdoorsman

Hiking, Rock Climbing, Snowboarding
Mountain Biking, Bear Hugging

Mentorship

Proven Track Record of Growing People

Glass Half Full

I Don't Tell Dad Jokes.
I Tell Rad Jokes.



HONORS & AWARDS

Of The Many,
The Two I Care About Most:

Big Brother of the Year

Big Brothers Big Sisters
Cleveland County, 2008

Pioneer Award

Integer Leadership Award, 2019



EXPERIENCE

Sounds True / Oct 2019 – Present

Executive Creative Director / Oct 2018 – Present

- + Leading a team of 40+ Creatives in Art, Copy, Audio, Video, UX/UI
- + Helped to grow the company by 30% with strong creative and complete rebranding
- + Built and Launched an internal production company to create award-winning shows, documentaries, short form content, marketing content, and social assets
- + Utilizing heart-led, people-first, leadership style to grow the Creative Team's conceptual, design, copywriting, video, audio, and animation skills
- + Helped to strategize, create marketing, and lead UX/UI for new streaming app, complete with Classes, Premium Shows, Live Events, Content Player, and an AI Assistant

The Integer Group / Mar 2011 – Present

Creative Director / Jan 2018 – Sep 2019

- + Developed award-winning creative for Starbucks (US/Global), KeVita, and Breck Brewery
- + Lead a team (15+ people) from concept through design and delivery for 5 brands
- + Volunteer/Mentor/Liaison for community outreach program with Gold Crown Clubhouse

Associate Creative Director / Apr 2014 – Jan 2018

- + Supported Creative Director in leadership roles, deck creation, and client presentations
- + Co-led over 10 new business pitches, including several global pitches
- + Mentored Junior and Mid Level Art Directors on the fundamentals of great design

Senior Digital Art Director / Mar 2011 – Apr 2014

- + Designed digital/retail/print solutions for various brands (P&G, Blue Moon, Pokémon)

Dalbey Education / May 2009 – Mar 2011

Senior Web Designer

- + Concepted, wireframed, designed, coded, and debugged websites for marketing department
- + Built complex direct response marketing campaigns (email, printed collateral, microsites)

Oklahoma Climate Survey / May 2005 – May 2009

Graphic/Web Designer

- + Designed and coded websites for internal and external departments and companies



EDUCATION

University of Oklahoma

2001 – 2005
BFA in Visual Communications



My Guiding Principles

Family, Friends, Humor
Genuineness, Adventure
for Leadership & Life

CORE VALUES

BUT DON'T JUST TAKE MY WORD FOR IT: REFERENCES AVAILABLE UPON REQUEST