

Ryan A. Mick

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OVERVIEW

I am a right-brain designer, animator, and problem solver. I learn quickly and thrive in teams that iterate rapidly, test often, and challenge the status quo.

EXPERIENCE

Humin Inc., Lead Design

January 2013 - Present

- Responsible for brand identity, marketing, website, and iOS product design.
- Was instrumental in the conceptualization, user testing, launch, and management of two mobile apps: Humin Contacts and Knock Knock.
- Built style guides that united product experiences across iOS, Android, and web interfaces.
- Designed a wide range of prototypes and conducted user studies to better understand target demographic needs and product usability.
- Created a streamlined system for product internationalization, ensuring quality user experience across English, Dutch, French, and German-speaking regions.
- Worked with cross-functional teams to ensure new feature designs were achievable, cost-effective, and timely.
- Developed a testing- and data-centric iteration process for interface designs.
- Humin was hailed by Popular Science as “100 Greatest Innovations of the Year” (Software, 2014).

Solé Bicycle Co., Creative Director

October 2011 - February 2013

- Responsible for creating the visual brand identity, social marketing campaigns, web presence, packaging, bicycle models and apparel lines.
- Produced collaboration product lines with companies including ZICO Coconut Water, JustChill Beverages, Beats Electronics, Movember, GoPro, and The Windish Agency.
- Co-created a monthly musical release called “The Fixtapes” featuring prominent musicians such as RAC, The Bag Raiders, Viceroy, Le Youth, and Treasure Fingers. The hour-long mixes have continued for over 35 volumes, amassing 2,000,000 total plays.
- Designed and sourced custom Solé handlebar grips, reducing CoGS by 5% per order and improving product branding.
- Created an efficient bicycle boxing system that allowed cost-effective shipping around the world and painless bicycle assembly.

SWAV Apparel, Founder, Chief Creative

November 2011 - January 2013

- Founded a performance men’s under apparel brand that markets everyday and athletic underwear with a side slip-pocket for unimpeded phone storage.
- Responsible for brand design, marketing initiatives, initial website, and social media campaigns for the company’s launch.
- Worked with textile experts to create a custom breathable, fitted, moisture- and odor-wicking fabric for the under apparel line.
- Perfected the boxer-brief cut and sew pattern for excellent product fit and durability.
- Directed a team of three design and marketing interns to launch the brand and products.

The Kairos Society, Creative Director

January 2013 - Present

- Re-designed the brand identity, website, stationary suite, logo, and social media presence.
- Created a fundraising deck that helped secure investor partnerships with Johnson & Johnson, General Electric, and Autodesk for the 2013 Kairos Global Summit.
- Designed the promotional print and web materials, event assets, and interior concepts for the 2013 annual Kairos Global Summit hosted on the floor of The New York Stock Exchange.

JeTT Media Group, Graphic Artist

June 2010 - July 2011

- Responsible for the design of responsive websites, mobile app, and brand identities for a variety of clients including Grumbacher, Robert Etoll Productions, and Megatrax.
- Advised on strategic marketing opportunities to develop the JeTT brand and grow clientele.
- Managed content for mailing list to clients and potential partners.

EDUCATION

General Assembly

October 2015 - February 2016

- Completed a 10-week front-end web development course.
- Used CSS, HTML, JS, and jQuery to build a data input and visualization tool for a card game.

Chapman University

2009 - 2013

- Bachelor of Science, Business (Entrepreneurship Emphasis), Minor in Graphic Design
- Varsity Men's Soccer (2013-2014)
- Presidential Scholarship

HONORS & AWARDS

Empact100 Award

2011

- The Empact Showcase is a compilation of the top entrepreneurs in the US age 30 and under with revenues over \$100,000.
- In 2011, Solé Bicycle Co. was honored in a ceremony with the inaugural list of companies at the White House (www.empact100.com).

Best in Bicycle Company Web Design Award

2012

- As designer and manager of Solé Bicycle Co.'s e-commerce website, my work was recognized and showcased by Awwwards as being among the best in bicycle website design (www.awwwards.com/bicycles-in-webdesign.html).

Kairos50 Award

February 2012

- Solé Bicycle Co. was recognized on the floor of the New York Stock Exchange as one of the 50 most innovative problem solving startups run by college students (www.kairossociety.com).
- Note: I got involved with creative direction for Kairos *after* being accepted to the Kairos50.

