

Ryan Adams

Creative Designer

www.ryanadams.uk

Hello! 🌟 I'm Ryan, a Creative Designer based in London, passionate about all things design. I have over 5 years experience in Art Direction, Branding, Conceptualisation, Web Design & Development, Graphic Design and Animation.

Art Direction	Branding	Conception	Campaigns	Landing Pages	Display Banners	Paid Socials		
Logo Design	AfterEffects	Adobe CS	Newsletters	Figma	HTML	CSS	JavaScript	Adobe CS
Animation	Motion Graphics	Illustration	Blender	Cinema 4D	User Testing	Airship	Webflow	

Experience



Creative Designer | Moneybox

Contract | July 2024 - Present

Designing and implementing creative assets with a focus on motion graphics & animation. Delivering content for paid ads across Tiktok, Instagram and Facebook. Mainly working within Adobe After Effects and Figma.



Creative Designer | Freelance

Freelance | March 2020 - Present

Working with start-ups and scale-ups to deliver unique brand direction and design creatives. Collaborating with founders and design leaders to achieve identified art and brand direction through web landing pages, social, animation/motion graphics and print. Mainly working within the Adobe CS (After Effects, Illustrator, InDesign, Photoshop), Figma & Webflow.



Creative Designer | Freetrade

Permanent | Nov 2022 - March 2024

At Freetrade, I lead the design ideation, creation and delivery of marketing campaigns and product launches. Working collaboratively with stakeholders across the business, my responsibilities included creating landing pages, paid social ads, brand guidelines, web assets, email templating, in-app communications, illustrations, animations & OOH print.

Main achievements include:

- Adapted, managed, and upheld the visual identity across all channels.
- Redesigning and developing the marketing website to align with alerting target markets.
- Redefining and implementing a design system and brand guidelines.
- Introducing different design disciplines to the marketing team including motion graphics, 3D artwork and in-app animations.



Junior Creative Designer | Freetrade

Permanent | Jan 2022 - Nov 2022

Web: Designing/building/maintaining the marketing website, page optimisation, ensuring responsiveness, CMS, templating. Designing on Figma, building on Webflow.

Design: Developing campaign visuals, leading on animation and motion graphics (AfterEffects & Blender), illustration (both 2D and 3D, Adobe CS & Blender), email templating, producing digital assets for both web and social, brand awareness and maintenance including colour & typography.

Education

Digital Design MSc - Southampton University - 1:1

Sept 2020 - Jun 2021

Areas of study include: Digital Marketing, Web Design, Programming (Python), UX/UI, Design Legality, Design Management, Research Methods. Gained a strong grasp of design principles such as typography, colour, layout, grid, and hierarchy.

Business Management - Southampton University - 1:1

Sept 2014 - Jun 2017

Areas of study include: Marketing, Management, Accountancy, Project Management, Economics, Business Leadership.