

Ryan Angel

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Creative Director passionate about wellness with 8+ years of driving brand growth across wellness and startup SaaS sectors. Expert in leading creative teams from concept through production, while integrating AI tools.

EXPERIENCE

Creative Director - Expand Marketing Dec. 2022 - Present

- Led retail creative for CPG/wellness brands, delivering packaging, POP/POS, and marketing.
- Integrated AI tools (Figma AI plugins, Runway, Bolt, Replit, GPT-5, and more)
- Created scalable visual systems for in-store, web, and social channels.
- Achieved 320% ROI on a dental SaaS campaign from concept to launch.

Senior Marketing Designer - ClickFunnels June 2024 - June 2025

- Led company-wide rebrand, increasing homepage conversions by 24%.
- Manage copywriters, designers, and video editors for high-performing ad creative.
- Designed UI/UX for AI Funnel Builder and AI Store Builder launches.
- Built scalable systems in Figma, Adobe CC, and generative AI for rapid testing.

Design Lead - Kajabi Nov. 2020 - Dec. 2022

- Provided Art Direction for full funnel 360° campaign resulting in \$10.5M in ARR in 30 Days.
- Designed static and motion ads for Meta, YouTube, and Google Display.
- Created full-funnel creative optimized through rapid A/B testing.

Design & Marketing Specialist - Camisasca Automotive Apr. 2018 - Nov. 2020

- Led 350+ design, web, and product development, driving \$4.8M in sales and 212% campaign ROI.
- Designed packaging and POS displays for top automotive brands including Mercedes, and BMW.
- Photo and image enhancement for 3,000+ product shots.

Marketing Coordinator - The Comtel Group May 2017 - Jan. 2018

- Led the marketing department, overseeing graphic design, website design and copywriting.

Social Media Coordinator - California Lutheran University Sep. 2016 - May 2017

- Boosted social following by 130% and engagement through content design using Adobe CC tools.

EDUCATION

Bachelor's Degree, Communications
After Effects & UI/UX Design Courses

California Lutheran University
Orange Coast College

SKILLS

Art Direction, Generative AI, Graphic Design, Marketing, Figma, Illustrator, Photoshop, After Effects, UI/UX Design, Typography, 360° Campaigns, Branding, Color Theory, Team Leadership, and Creative Strategy

CERTIFICATIONS

Art Direction | ELVTR
Advanced Adobe Illustrator | ONLC

Figma UI/UX Design | Memorisely
Adobe Photoshop Skills | LinkedIn

