

Ryan Angel

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Creative Director and marketing leader specializing in leading web design, branding, and creative strategy for top SaaS and wellness brands both in-house and at agencies.

EXPERIENCE

Creative Director - Expand Marketing *Part Time - Dec. 2022 - Present*

- Led creative direction for web, digital campaigns, and UI/UX for health and wellness companies
- Managed web and product designers, copywriters, and editors through mentorship and art direction
- Provided strategy, art direction, and hands-on design as needed for 360° campaigns
- Integrated AI tools to develop scalable creative systems across web, paid, and product
- Delivered a 320% ROI on a cosmetic dental campaign, managing strategy, design, and execution

Marketing Art Director - ClickFunnels *June 2024 - June 2025*

- Led company-wide rebrand, improving homepage conversions by 124% while modernizing branding
- Designed UX and UI for high traffic marketing website pages and ClickFunnels AI product experiences
- Built scalable Figma design systems and AI automations improving cross functional collaboration
- Managed team of 6 designers delivering on tight deadlines and executing product launches

Design Lead - Kajabi *Nov. 2020 - Dec. 2022*

- Provided Art Direction for full funnel 360° campaign resulting in \$10.5M in ARR in 30 Days
- Mentored a team of 8 creatives, providing feedback for deliverables utilizing Asana, Figma, and Adobe
- Designed creative assets including emails, landing pages, digital ads, and product design

Design & Marketing Manager - Camisasca Automotive *Apr. 2018 - Nov. 2020*

- Developed packaging, POS, and digital assets for OEM brands like Mercedes-Benz and BMW
- Managed over 350 design deliverables driving \$4.8M in revenue and 212% campaign ROI
- Maintained cohesive brand standards across web, product, and retail environments

Marketing Manger - The Comtel Group *May 2017 - Jan. 2018*

- Led the marketing department, overseeing campaign strategy, web design, and vendor relations

Social Media Manger - California Lutheran University *Sep. 2016 - May 2017*

- Grew engagement by 130% through visual storytelling and data-driven content design using Adobe CC

EDUCATION

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

California Lutheran University
Orange Coast College

SKILLS

Art Direction | Branding | Campaign Strategy | Performance Marketing | Creative Direction | Product Design | Collaboration | Visual Storytelling | Figma | Adobe Creative Suite | AI Design | Conversion Rate Optimization

CERTIFICATIONS

Art Direction | ELVTR
Advanced Adobe Illustrator | ONLC

UI/UX Design | Memorisely
Adobe Photoshop Skills | LinkedIn

ENDORSEMENTS

"I had the opportunity to work with Ryan Angel during our time together at ClickFunnels. Ryan brought a rare combination of design talent, strategic thinking, and cross-functional collaboration. His strength in conversion-focused design stood out immediately.

Ryan worked seamlessly with teams across the company—from marketing to engineering to leadership. He was dependable, easy to work with, and always brought thoughtful input to every project. He played a key role in shaping and evolving the brand, contributing to both the visual identity and user experience of our campaigns and platforms. I'd **highly recommend Ryan** to any team looking for a **design leader** who understands the intersection of **brand, marketing, and performance**. He's a problem solver and someone who truly elevates the quality of work around him."

Kevin Richards
CMO/COO - ClickFunnels

"Ryan and I have worked together on several projects, and he's always been great to collaborate with. He brings strong creative ideas, executes efficiently (his incredible work on the homepage assets was particularly impressive), and is always open to feedback, which makes working together super smooth. He's got a great eye for design and is **excellent at aligning marketing visuals** with the **product**."

Jason Sanzone
Head of Product - ClickFunnels

"As a web designer, translating a designer's vision into a functional page is crucial, and Ryan has made that process seamless. He has a **sharp eye for detail**, ensuring that designs are implemented exactly as intended while also being mindful of the technical aspects that make a funnel successful.

Beyond his technical skills, **Ryan has a natural ability to lead**. He takes ownership of projects, ensuring that everyone involved is aligned and that handoffs are seamless. His clear and proactive communication keeps things moving forward, eliminating confusion and making collaboration effortless. **He's incredibly intuitive** and a **forward thinker**."

Charles Hart II
Web Designer - ClickFunnels

"Ryan is one of the **most talented** and **creative** people I have had the pleasure to work with! He truly has an eye for unique and aesthetically pleasing designs. Ryan is able to create high performing designs, whether they are for social media ads, emails, landing pages, websites, etc.

One of my favorite things about Ryan is not only is he an amazing graphic designer, but he is a **skilled marketer**; always applying strategy and keeping customer experience and branding top of mind. Ryan is a pleasure to work with. He **treats everyone with kindness and respect** and has a very friendly personality."

Collin Magargee
Video Producer - Kajabi