

RYAN CALA

VISUAL DESIGN

(925) 207-7911
ryanstrashcan.com
ryan.jcala@gmail.com

EDUCATION

The Art Institute of California
San Francisco
Bachelor of Science
June 2016
Graphic & Web Design
Web concentration

SKILLS

Web

CSS
Cursor
HTML
JavaScript
Lottie
Shopify
Webflow
WordPress

Software/Apps

After Effects
Figma
FigJam
Framer
GitHub
Illustrator
InDesign
Jira
Keynote
Lightroom
Linear
Photoshop
Premiere Pro
Rive

EXPERIENCE

Pump.co San Francisco, CA
Brand Designer Jan 2026 – Present

- Led a full redesign of the marketing site in Framer, managing an external agency through creative direction and brand oversight, and used AI-assisted coding to implement custom interactions and components.
- Drove a brand identity evolution including a logo redesign and updated guidelines adopted across all channels.
- Designed email campaigns, social media assets, and paid ads with consistent on-brand execution.
- Produced end-to-end conference materials: booth design, t-shirts, posters, stickers, and retractable banners.
- Extended the brand into physical environments with Muni bus wrap designs.

Eppo San Francisco, CA
Senior Brand Designer Mar 2025 – May 2025

- Contributed to the evolution of the design system and component library, improving consistency across product and marketing.
- Refreshed the graphic style for marketing channels, bringing a more distinctive visual voice to the brand.
- Designed landing pages, marketing materials, and social content within a fast-moving, technically sophisticated environment.

PostgresML San Francisco, CA
Founding Visual Designer Aug 2023 – Jan 2025

- Built the brand and visual identity from the ground up, establishing a cohesive system used across product, marketing, and social.
- Co-created the design system and component library, laying the foundation for scalable product design.
- Designed and shipped product landing pages, email campaigns, and marketing materials across multiple channels.
- Illustrated custom graphics that gave the brand a distinctive voice in a crowded developer tools space.

SoFi San Francisco, CA
Interactive Designer Mar 2020 – Apr 2022, Nov 2022 – Aug 2023

- Designed product landing pages, lifecycle email campaigns, and in-app assets for major product initiatives.
- Art directed key visuals for product promotions, maintaining a consistent premium brand tone at scale.
- Collaborated on evolving the brand style guide and defined new illustration guidelines adopted team-wide.
- Created social content and campaign assets supporting growth across multiple product lines.

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EXPERIENCE

Plastiq

San Francisco, CA

Senior Designer

Apr 2022 – Aug 2022

- Designed marketing landing pages, email campaigns, social content, and PDF collateral for product launches.
- Art directed brand color, iconography, and illustration systems to align with an updated brand direction.
- Audited social media presence and developed an actionable Instagram marketing strategy.

Tubi

San Francisco, CA

Contract Visual Designer

Feb 2019 – Sep 2019

- Produced marketing assets across digital channels to support user acquisition campaigns.
- Integrated a new brand identity into motion graphic templates, maintaining consistency across promotional content.
- Designed app store ads and app preview videos that drove visibility in competitive placement environments.
- Contributed to a library of promotional design templates that improved team output speed and brand cohesion.

Tailored Brands

Fremont, CA

Visual Designer

Nov 2017 – Feb 2019

- Designed website marketing pages, email templates, and digital brand assets for seasonal and product campaigns.
- Contributed to the Men's Wearhouse design system, building pattern libraries and reusable templates.
- Created in-store signage and managed production-ready files for print and digital use.