



RONNIE GARVER

I build creative teams and systems that enable brands to scale without sacrificing the craft. I turn product briefs into stories people pay attention to.

WORK EXPERIENCE

CREATIVE CONSULTANT

Self | June 2025 - present

- Advise early-stage tech startups on creative direction and brand foundations.
- Designed and built a portfolio site in Webflow (ronnie-garver.com).

SENIOR MANAGER, CREATIVE CENTER OF EXCELLENCE

Topcon Positioning Systems | July 2010 - June 2025 Progression:

Marketing Graphic Designer (2010-2012); Regional Creative Designer (2012-2014); Manager, Regional Creative (2014-2018); Senior Manager, Regional Creative (2018-2021); Special Assignment: Direct Adobe Implementations (2021-2023); Senior Manager, Creative Center of Excellence (2023-2025)

Topcon is a leading B2B2C technology company focused on machine automation and measuring solutions for construction, agriculture, and geospatial industries.

- Built the creative operations function, from a small team into a global US/EU organization, through 350%+ company growth; built the creative team on a Center of Excellence model and principles.
- Directed enterprise Adobe implementations (2021-2023 special assignment): Adobe Experience Manager Assets, Workfront, Adobe Stock, and Creative Cloud for enterprise.
- Led the shift from scattered regional asset solutions to one Adobe Experience Manager pipeline serving NALA, EMEA, and APAC, cutting asset retrieval time by 40%.
- Managed the regional creative teams: NALA creative team, then NALA and EMEA together from 2023, supporting APAC's needs through regular check-ins, with dedicated project managers in each region (one for video, one for everything else).
- Built the systems for intake, prioritization, resource allocation, and QC, managed through Workfront and Asana, and ran complex projects end to end with Brand, Product Marketing, and Sales, from scope and budget to delivery.
- Owned a \$1M vendor and production budget. Selected and directed photographers, videographers, and agency partners with clear briefs and consistent quality.
- Led creative strategy for ConExpo across three shows (2017, 2020, 2023), debuting a 15,000 sq. ft. interactive, immersive booth that drove record attendance, booth traffic (55,000+ in 2023), and sales numbers each cycle.
- Built an explainer-graphics system widely adopted across 4 business units for training, customer presentations, and marketing, accelerating onboarding and cutting support friction.
- Directed the retail brand rollout for Topcon Solution Stores, turning one dealer relocation into a documented playbook now used across 13+ locations.
- Partnered with marketing, product, sales, and leadership to resolve competing priorities, and mentored and grew the team through regular feedback on execution, process, and strategy.

SENIOR GRAPHIC DESIGNER (ART DIRECTOR ROLE)

Redbeard Communications | May 2005 - June 2010

Redbeard Communications was a top-rated boutique advertising agency specialized in the financial services industry.

- Led the creative concept for a credit union debt-consolidation campaign (direct mail, statements, digital) that beat marketing goals by 30%+, generated nearly \$8M in new loans, and lifted the non-promotional baseline by 46%.
- Promoted from Graphic Designer to Senior Graphic Designer, taking on art direction responsibilities, without ever stepping away from hands-on design work.
- Worked directly with clients and vendors to scope projects and resolve production conflicts, managing creative across digital, print, and direct mail for banking and credit union clients, using Adobe Creative Cloud day to day.
- Championed the adoption of modern production tools and workflows, helping the agency run multiple concurrent campaigns without sacrificing quality.

EDUCATION

BACHELOR OF FINE ARTS

New Mexico State University

Emphasis in Graphic Design

SKILLS

Creative Direction / Art Direction / Brand Systems & Guidelines / Design Systems & Templates / Team Leadership & Mentoring / Creative Operations & Workflow / Quality Assurance / Vendor & Budget Management / Event & Experiential Design / Explainer Graphics / Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat Pro) / Figma / PowerPoint, Keynote, Prezi / Adobe Experience Manager / Digital Asset Management / Workfront / Asana / Webflow / Cross-Functional Collaboration / Remote Team Management / AI-Assisted Creative Tools & Workflows

CREATIVE LEADER • BRAND BUILDER • DESIGN ENTHUSIAST

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