



Ryan Patrick Lascano

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Professional Summary

I'm a multi-disciplinary designer with more than eight years of experience building brands, experiences and interactions. I help businesses and organizations find their voice and tell stories that create meaningful connections with their audience. My passion lies in using design to educate, entertain, inspire and solve real problems to make people's lives better.

Experience

August 2012–Present

Adjunct Professor, Design // Northwest Nazarene University, Nampa, ID

- Reviewed and overhauled curriculum for Intro to Web Design and Advanced Web Design courses to reflect current trends and practices.
- Team-taught students on topics including design strategy & research methods, interface design, user experience, and HTML & CSS markup.

December 2010–Present

Co-founder // Sprowt, Boise, ID

- Developed an extracurricular design education program for students and designers of all levels. Workshops included Fundamentals of Interaction Design, Typography Boot Camp, Careers In Design, and Career Development.
- Coordinated workshops and monthly events; wrote and published original content; mentored current and emerging students; guest lectured in university classes; maintained the brand, event materials and website.

May 2011–November 2012

Senior Interaction Designer // Creative Soapbox, Boise, ID

- Led creative team in design and development of mid-sized to large branding and interactive projects for regional and national clients.
- Developed brand and design strategies that included market & competitive analyses, user research, information architecture and deployment methods.
- Created solutions that focused on user experience, interaction design, storytelling and emotional design strategies.

March 2009–June 2010

Director of Interactive Communications // AIGA Idaho, Boise, ID

- Developed a comprehensive interactive communications strategy and led a team of designers, developers and copywriters through development of a new Idaho chapter website.
- Improved chapter's online presence through email marketing, interactive campaigns and social media platforms.
- Planned and coordinated chapter events with board members and committees.



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October 2008–May 2011

Designer // Carew Co., Boise, ID

- Worked within a creative team to develop award-winning brand, print and interactive campaigns for local and regional clients.
- Developed information architecture, interactive strategies and interfaces with a focus on usability and user experience.

January 2007–October 2008

Designer // Noot Group, Boise, ID

- Contributed design concepts to award-winning advertising campaigns for regional, national and international brands.
- Worked with a creative team of designers and copywriters to develop new brands, marketing materials, websites and interactive campaigns.

October 2004–December 2005

Designer // AlphaGraphics, Aliso Viejo, CA

- Worked directly with clients to develop identities, stationery packages, brochures and other printed marketing materials.
- Managed customer projects from design concept through production stages to final product.

January 2004–December 2009

Independent Designer // Transit, Boise, ID

- Partnered with small- to medium-sized business to develop brand identities, marketing campaigns and interactive websites.
- Managed workflow, project timelines, budgets and client communications.
- Developed various community initiatives and design-related retail products.

May 2002–July 2002

Intern // Courtney + Le Architects, Pasadena, CA

- Assisted architectural staff with ongoing retail and fuel center projects.
- Provided support by checking drawings & spec sheets, building presentations, cleaning up elevation drawings, scanning documents and taking inventory.

Education

October 2003–December 2006

Bachelor of Science, Graphic Design // The Art Institute of California - Orange County, Santa Ana, CA

Graduated with Honors, 3.8 GPA
Dean's List, President's List



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Expertise

Technical

- Adobe Creative Suite
- HTML, CSS, JavaScript (jQuery library)
- Basic PHP, Wordpress, ExpressionEngine
- Microsoft Office / Apple iWork
- Clients & Profits, FunctionFox, Basecamp, ActiveCollab, Harvest

Disciplinary

- Branding
- Environmental Design
- Experience Design
- Interaction
- Packaging

Personal Strengths

- Self-starter, self-motivated
- Team player
- Visionary
- Cross-disciplinary
- Ideation / concept development

Competencies

- Advertising
- Brand & Design Strategy
- Content Strategy
- Email Marketing
- Event Planning & Promotion
- Identity Design
- Information Architecture
- Information Design
- Interface Design
- Mobile / Responsive Design
- Print Collateral
- User Experience

References

References are available upon request.