

# RYAN SPONSLER

## EXPERIENCE

### **Lead Graphic Designer / MAY 2017 - present**

Austin Water at City of Austin / Austin, Texas

- Generate graphics by incorporating content from technical subject matter experts spanning diverse professions, such as Executives, Engineers, IT, Finance, HR, and Field Crews.
- Prioritize numerous requests as the sole designer and photographer for a utility boasting over 1,200 employees and 65+ departments.
- Conceptualize and produce a comprehensive array of branded design materials to bolster the utility's marketing, public outreach, maintenance work, and education initiatives.
- Cultivate relationships with print and branding vendors to guarantee the accuracy and alignment with branding guidelines of all materials within budget constraints.

### **Graphic Designer / JUL 2015 - MAY 2017**

Texas Department of Transportation / Austin, Texas

- Developed and crafted a diverse range of print and digital marketing materials for both internal and external communication.
- Produced supporting collateral for commission initiatives aimed at raising statewide awareness of Texas mobility projects.
- Designed policy materials for state and federal officials.
- Collaborated directly with the in-house print shop and external vendors to execute advertising and promotional campaigns across the state of Texas.

### **Graphic Designer / NOV 2009 - JUN 2014**

Hanson Professional Services Inc. / Springfield, Illinois

A nationally-recognized, award-winning consulting firm specializing in engineering, planning, and a range of allied services with offices throughout the United States.

- Secured multiple new job contracts by developing proposals (RFP, RFQ, SOQ, LOI) under strict requirements and tight deadlines, while adhering to the company's brand guidelines.
- Led all marketing efforts to promote the agency's brand and attract new business opportunities across over 23 offices nationwide.
- Photographed local project sites and corporate events, collaborating with contracted photographers across the country.
- Provided design assistance to project managers by creating trade show displays, presentations, and all supporting marketing materials.

## CONTACT

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Austin, Texas

## SKILLS

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe Acrobat  
Adobe Fresco  
Procreate  
Canva  
Microsoft Word  
Microsoft PowerPoint  
HTML/CSS  
Some JavaScript  
Visual Studio Code  
Photography  
Photo Editing  
Illustration  
Painting  
Bookmaking  
Papermaking

## EDUCATION

### **Bachelor of Arts in Visual Arts**

University of Illinois  
Springfield, Illinois



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