

RYAN MICHAEL ASHBY

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SENIOR MARKETING DESIGNER | AI-POWERED CREATIVE | CREATIVE TECHNOLOGY

PROFESSIONAL SUMMARY

Senior marketing designer and creative technology-focused professional combining 20+ years of visual design, corporate communications, multimedia production, and creative operations with hands-on use of generative AI and app-development tools. Experienced using ChatGPT, Claude, and Google Gemini as creative partners for ideation, concept development, content exploration, rapid iteration, and marketing workflows. Also developing interactive app experiences with Godot Engine, bringing a practical builder mindset to design and digital experiences. Six years at Lockheed Martin Aeronautics leading digital signage and employee communications reaching 20,000+ employees, followed by independent client work spanning marketing campaigns, presentations, trade shows, environmental graphics, branded merchandise, motion, and digital assets.

AI & CREATIVE TECHNOLOGY

ChatGPT • Claude • Google Gemini • Generative AI • AI-Assisted Creative Workflows • Prompt Development • Rapid Prototyping • Creative Automation • AI-Assisted Image & Content Exploration • Godot Engine • Interactive App Development

MARKETING & DESIGN EXPERTISE

AI-Assisted Creative Workflows • Generative AI • ChatGPT • Claude • Google Gemini • Prompt Development • Rapid Prototyping • Creative Automation • Marketing Design • Campaign Creative • Multichannel Marketing • Brand Identity & Standards • Visual Storytelling • Digital & Print Design • Presentation Design • Motion Graphics • Video • Corporate Communications • Technical Communications • Digital Signage • Event & Trade Show Design • Creative Operations • Vendor Management • Production Management • Project Management • Godot Engine • Interactive App Development • Data Visualization • Power BI

PROFESSIONAL EXPERIENCE

SENIOR MULTIMEDIA DESIGNER | CREATIVE CONTRACTOR | Ashby Graphics | Oct 2015 – Present

- Lead projects from creative brief and concept through production and final delivery across marketing, print, digital, environmental, event, presentation, and multimedia channels.
- Use ChatGPT, Claude, and Google Gemini as creative tools for ideation, concept exploration, content development, visual-direction experiments, rapid iteration, and workflow acceleration.
- Prototype and develop interactive app experiences with Godot Engine, combining visual design, asset creation, interaction planning, and hands-on implementation.
- Develop marketing collateral, catalogs, presentations, large-format graphics, environmental signage, event graphics, branded merchandise, and digital assets while maintaining client brand standards.
- Create and iterate campaign concepts and visual variants quickly, using AI-assisted exploration to expand creative options while applying human judgment to typography, hierarchy, composition, brand consistency, and final polish.
- Manage production of custom branded merchandise and promotional products by sourcing vendors, comparing quotes, reviewing proofs and samples, and coordinating timelines, budgets, quality, and delivery.
- Design trade show and event materials including booth graphics, signage, award pieces, branded giveaways, and supporting collateral while coordinating directly with vendors and production partners.
- Develop executive and client-facing PowerPoint presentations that transform complex information into clear visual narratives.
- Develop automated financial reports and interactive dashboards in Microsoft Power BI, extending design capabilities into data visualization and operational reporting.

MULTIMEDIA DESIGN ENGINEER | Lockheed Martin Aeronautics | Sep 2009 – Apr 2015

- Led digital signage operations for Lockheed Martin Aeronautics, directing creative campaigns for Employee Communications from concept through completion while maintaining strict corporate brand standards.
- Led the Velocity News Network team producing communications reaching 20,000+ employees nationwide, coordinating cross-functional contributors, vendors, and stakeholders to meet broadcast schedules and quality benchmarks.
- Translated complex corporate and technical information into clear, engaging visual communications for a large aerospace organization.

- Partnered with print, web, and AV disciplines to develop integrated communication campaigns within defined budgets while managing competing priorities and deliverables.
- Designed motion graphics and static campaigns for high-visibility internal events, executive communications, and employee engagement initiatives.
- Evaluated emerging digital signage platforms and software to expand department capabilities and keep creative workflows current.
- Recognized with multiple industry awards for excellence in corporate communications, including a DIGI Award for Best Content, APEX Content Award, Digital Signage Expo Gold Award, and ADDY Bronze Award.

MULTIMEDIA DESIGNER | Domani Studios | Sep 2007 – Sep 2009

- Developed UI design, interactive media, and motion graphics for an online advertising agency serving high-profile clients including Allstate, Kennedy Space Center, Sears, and Starbucks.
- Collaborated with creative teams to develop and execute multi-platform visual solutions for new business pitches and ongoing client campaigns.
- Produced digital and interactive creative concepts supporting client presentations, advertising campaigns, and new business development.

EDUCATION

Bachelor of Fine Arts, Graphic Design — University of Texas at Arlington | 2004

AWARDS & RECOGNITION

- 2015 DIGI Award – Best Content, Corporate Communications, Lockheed Martin Aeronautics
- 2015 APEX Content Award – Business, Industry & Government, Lockheed Martin Aeronautics
- 2012 Digital Signage Expo – Gold Award, Business, Industry & Government, Lockheed Martin Aeronautics
- 2010 ADDY Award – Bronze, ESH Hearing Campaign, Lockheed Martin Aeronautics
- 2017 Texas Deer Association – Recognition Award

ADDITIONAL TECHNICAL PROFICIENCY

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat • Microsoft 365: PowerPoint, Excel, Word • Power BI • SSRS • Print & Large-Format Production • Apparel & Promotional Products • Custom Fabrication • Canon & Sony Camera Platforms • Studio Lighting • Mac OS & Windows • FAA Part 107 Remote Pilot Certification