

RYAN MICHAEL ASHBY

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PROFESSIONAL SUMMARY

Senior graphic designer and creative operations professional with 25+ years of experience across print, digital, environmental, and event-related media. Equally comfortable developing polished visual communications and rolling up my sleeves on the production side - sourcing vendors, wrangling logistics, and making sure branded items and event collateral arrive on time and on brand. Spent six years at Lockheed Martin Aeronautics heading up digital signage and employee communications, so I know how the organization works, how the brand standards apply in practice, and what it takes to deliver for high-visibility internal and external audiences. Since then, I've continued that same mix of design and operational work through client engagements ranging from trade show support and branded merchandise programs to large-format graphics and executive presentations.

CORE COMPETENCIES

Brand Identity & Standards • Branded Merchandise & Promotional Items • Trade Show & Event Support • Vendor Management & Production QC • Creative Project Management • Print, Digital & Environmental Graphics • Large-Format Production • Presentation Design • Adobe Creative Cloud • Microsoft 365 • FAA Part 107 Drone Certification

PROFESSIONAL EXPERIENCE

Senior Multimedia Designer | Creative Contractor - Ashby Graphics

Oct 2015 – Present

- Manage full project lifecycles for a wide range of clients - from initial creative brief through production and delivery - across print, digital, environmental, and event-related media.
- Support clients at trade shows and industry events, handling everything from booth graphics and signage to branded giveaways and award pieces; work directly with vendors on quoting, sample review, and on-time delivery.
- Source and oversee production of custom branded merchandise and promotional items - comparing vendor quotes, reviewing proofs and samples, and holding suppliers to agreed timelines, budgets, and quality standards.
- Design and produce large-format graphics, marketing collateral, catalogs, and environmental signage with consistent attention to client brand guidelines.
- Build executive and client-facing PowerPoint presentations that translate complex information into clear, compelling visual stories.
- Develop automated financial reports and interactive dashboards in Microsoft Power BI, rounding out a skill set that spans creative and operational work.

Multimedia Design Engineer | Lockheed Martin Aeronautics

Sep 2009 – Apr 2015

- Led digital signage operations for all of Lockheed Martin Aeronautics, directing creative campaigns for the Employee Communications department from concept through completion while upholding strict LM brand standards across all deliverables.
- Led the Velocity News Network team producing content that reached 20,000+ employees across the country - coordinating cross-functional contributors, vendors, and stakeholders to meet broadcast schedules and quality benchmarks.
- Partnered with print, web, and AV disciplines to develop integrated communication campaigns that maximized message impact within defined budgets, managing competing priorities and deliverables simultaneously.
- Designed motion graphic and static campaigns for high-visibility internal events, executive communications, and employee engagement initiatives.
- Stayed ahead of the curve on digital signage technology, regularly evaluating new platforms and software to keep the department's capabilities current and competitive.
- Recognized with multiple industry awards (DIGI Award – Best Content; APEX Content Award; Digital Signage Expo Gold; ADDY Bronze) for excellence in corporate communications.

Multimedia Designer | Domani Studios

Sep 2007 – Sep 2009

- Developed UI design, interactive media, and motion graphics for a leading online advertising agency serving high-profile clients including Allstate, Kennedy Space Center, Sears, and Starbucks.
- Collaborated with creative teams to conceive and execute multi-platform solutions for new business pitches and ongoing client campaigns.

EDUCATION

Bachelor of Fine Arts - Graphic Design

University of Texas at Arlington | 2004

AWARDS & RECOGNITION

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

TECHNICAL PROFICIENCY

- **Adobe Creative Cloud:** Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat
- **Production Knowledge:** Print, large-format graphics, apparel, promotional products, custom fabrication
- **Digital Tools:** Microsoft Power BI, SSRS, Microsoft Office 365
- **Imaging:** Canon & Sony camera platforms, studio lighting, FAA Part 107 Remote Pilot Certification
- **Platforms:** Mac OS & Windows
- **Emerging Technologies:** Familiarity with AI-assisted design and content creation tools