

RYAN TATUM

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PROFILE

With 20+ years of experience developing digital brands and campaigns, Ryan is equally versed in Web Development, UX/UI Design, scalable brand deliverables and contemporary digital products for industry-leading B2B & B2C clients. Ryan has worked with notable brands such as Avalara, iSpot.tv, Starbucks, Target and Microsoft

SKILLS

- Great understanding of current UX/UI principles with focus on ADA considerations & mobile design.
- Highly knowledgeable & proficient with current digital, print & video production trends.
- Proficient in industry leading software & Apps including the Adobe Creative Suite, Figma, AfterEffects, & Procreate.
- Substantial understanding of design methodologies and extremely elevated drafting skills.
- Certified in JIRA, AEM and proficient in Azure & Agile design principles.
- Accomplished Illustrator and a skilled Animator.
- Experience with every creative stage of marketing for business, from small, lean start-ups to large-scale enterprises.

EXPERIENCE

- 2025 - 2026

LEAD UI/UX DESIGNER

Byte Craft

Led UX/UI design end-to-end for a fully custom carpet design and creation platform built for Milliken. Owned every stage of the product lifecycle — from initial wireframes and user flows through high-fidelity design and final product delivery. Partnered closely with stakeholders and development teams to translate a complex, made-to-order product into an intuitive, scalable digital experience. Built and maintained the Figma design system used across the project.
- 2023 - 2025

SENIOR ART DIRECTOR / SENIOR DESIGNER

TAPP Network

Delivered engaging design solutions aligned with communication goals. Collaborated with Creative Services Manager to establish new visual standards with a social-first approach implemented across all channels. Directed and mentored design teams, freelancers, and interns while managing workflows, ensuring efficiency and adherence to deadlines. Built strong relationships with clients, vendors, and cross-functional teams. Stayed current with design trends and technology to innovate and improve creative output.
- 2022 - 2023

SENIOR DESIGNER

iSpot.tv

Responsible for concepting, pitching, and delivering branding systems and campaigns for web, social and video. Supported various teams by creating templates to streamline production to reach various goals with key metric increasing sales interactions & opportunities by 35% company wide. Supported stakeholders across the organization delivering unique visual storytelling ideas and templates that effectively supported the teams goals.
- 2017 - 2022

ART DIRECTOR / SENIOR BRAND DESIGNER & ILLUSTRATION / UX-UI DESIGNER

Avalara

Worked with C-Level management to lead a brand refresh and web presence redesign. Guiding teams in Seattle and Pune, India. We implemented new brand standards through creation of templates, guidelines, and processes. Spearheaded new internal design and creative initiatives for marketing campaigns.
- 2016 - 2017

SENIOR DESIGNER / UX-UI DESIGNER

Glympse

As a Senior Designer, I was responsible for high-level concepting and production for marketing and app initiatives. Lead and managed production of 9 successful marketing campaigns. Collaborated with internal teams to achieve higher creative and production standards to bolster product development.
- 2015 - 2016

SENIOR GRAPHIC DESIGNER / UX-UI DESIGNER

POP, Inc.

Helped concept and create industry leading B2C apps for Amazon, Target, and Starbucks. Lead design for multiple digital and print marketing campaigns while working closely with clients. Collaborated with other team members to maintain creative standards and development of industry relevant concepts.
- 2008 - 2026

ART DIRECTOR / SENIOR GRAPHIC DESIGNER / UI-UX DESIGNER

Royal Ryno Design

Brand creation for all media types including web and video. Concepting, pitching, and production of marketing campaigns. UX/UI lead for a variety web projects. Rigorously supporting client needs through collaborative partnerships.

EDUCATION

2004 - 2008

B.F.A. - Bachelor of Fine Arts

Cornish College of the Arts

Presidential Scholar: 2005 - 2008 // retained a 4.0% GPA or higher.