

RYAN DERESH

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CREATIVE DIRECTOR

*LEADING MULTIDISCIPLINARY TEAMS IN THE DEVELOPMENT OF BRANDED MARKETING ASSETS
THAT ENGAGE CONSUMERS, LIFT SALES, AND EXCEED BUSINESS OBJECTIVES.*

Design leader, experienced in directing cohesive and consistent branding across print, digital, and video. Dives deep into the core attributes of products, resulting in marketing initiatives that connect with consumers. Leads brainstorming and harmonizes cross-functional teams to work in line with the final brand vision. Motivates and inspires creatives, mentoring them to understand the business direction, the perspective of the consumer or client, and the impact of their work. Understands client needs and translates their perspective into engaging promotional initiatives. Utilizes a rich business and industry network, with expert contacts in luxury goods, design, and specialized creative disciplines. Experienced in directing design development for retail consumers, designers, and tech clients.

- ✓ *Reduced annual expenses by over \$400K by building in-house design agency of top talent, greatly reducing dependence on outside resources*
- ✓ *Increased sales by 11% across an entire category by leading a redesign of packaging and establishing a color-coded system to guide retail customers with their product choices*
- ✓ *Implemented compelling marketing to sell products, developing retail displays and innovative customer experiences*
- ✓ *Art directs compelling photography, videography, typography and digital design to support the brand*
- ✓ *Establishes and maintains relationships with a global portfolio of photographers, filmmakers and motion graphics studios*

Directing Design Development for:

- *Technology Clients*
- *Retail Consumers*
- *Designers*

CORE COMPETENCIES

Creative Team Leadership – Print & Digital Advertising – Retail Product Displays – Brainstorming – Creative Ideation – Marketing Campaigns – Experiential Marketing – Product Packaging – Product Management - Instructional & Promotional Videos – Photography – Brand Development – Problem Solving – Consumer Engagement – Visual Identity – Product Launches

CAREER HISTORY

AMAZON | June 2021 to present

The CX Labs Team owns the in-store experience of Amazon devices in retailers

PRODUCT MANAGER, RETAIL EXPERIENCE

Defines the customer experience for new devices in the offline channel across Amazon Device categories in North America. Responsible for deeply understanding the go-to-market plan of new products, and how they fit with Amazon's retail partners.

- ✓ *Researches, manages and develops in-store experiences for Alexa devices - such as Echo, Echo Show, Fire TV, as well as Blink, Ring and other connected home devices*
- ✓ *Makes recommendations for how new products should be merchandized/demonstrated in-store*
- ✓ *Engages product line teams to understand product and product roadmap. Works with channel marketing when developing fixture recommendations*
- ✓ *Works with in-house creative directors, external design agencies and display manufacturers to concept in-store fixtures, demo content and graphics*
- ✓ *Develops good-better-best display strategies that are scalable across US, Canada and Mexico, that only require slight modifications for localization*

CAREER SABBATICAL | New York, NY | 2019 to May 2021

Resigned from Lutron after a 13-year career to pursue personal projects and take my brand and marketing leadership skills to a new company. The intended time for this sabbatical was extended due to my role in closing out a family member's estate.

LUTRON | Coopersburg, PA | 2006 to August 2019

Lutron is a global manufacturer of smart light controls and motorized shades.

DIRECTOR OF MARKETING COMMUNICATIONS – 2014 to 2019

Promoted to assume marketing and design control over all brands of the company, which included hundreds of different products across multiple divisions. Directed the concept and design of all marketing assets, including campaigns, emails, social media promotion, print, video, and experiential components. Led product and lifestyle shoots and managed post-production aspects to highlight product aesthetics. Unified the Lutron brand look and feel across all product lines, and ensured its consistency across all trade shows and international markets. Led an in-house agency of 10 designers. Reported to the CEO and owner.

- ✓ **Reduced expensive dependence on outside agencies and contractors** by building in-house design capabilities and an in-house video team, including a filmmaker and a CGI specialist.
- ✓ **Leveraged key customer insights** to successfully launch the Caséta Wireless smart lighting control, developing the brand, design, photography, and an in-store experience for Home Depot, Lowe's, and Best Buy. Concurrently built marketing assets to create online presence and drive sales through Amazon
- ✓ **Conceptualized and developed immersive customer experiences** to sell the power of light control, creating theatrical presentations for tradeshow and the company's corporate briefing centers throughout the United States and in London.
- ✓ **Continued to launch Lutron products into the luxury space**, consulting with multidisciplinary advisory councils focused on emerging trends in fashion and design to define the brand's essence within this market
- ✓ **Gained a nationwide product roll-out contract with \$2M in funding** from Home Depot after leading a packaging re-design for the dimmer line, using a color way-finding system that simplified the in-store customer experience and drove an immediate lift in sales in a 30-store test

COMMUNICATIONS MARKETING LEADER – 2009 to 2014

Promoted into this new position due to successful branding and promotional work in the motorized shading division, to bring that same success to the residential and commercial lighting control product lines. Worked as the liaison between the product managers, business unit leaders, and the team of graphic designers to steer the branding across multiple sub-brands. Established relationships with European fabric suppliers to incorporate fashion into the product line. Designed trade show booths and directed photography and video shoots. Expanded responsibilities into retail product displays. Ensured that the Lutron brand maintained consistent messaging and branding. Managed 5 graphic designers, a copy editor, and outside consultants as needed. Reported to the CMO.

- ✓ **Developed new product catalogs and literature systems** that specifically addressed the needs of designers, architects, and specifiers (industry procurement specialists).
- ✓ **Eliminated the per-project \$35K-40K expense** of outsourcing trade booth design by developing our own booth design for domestic and international shows, and creating a base booth kit that could be embellished according to the specific show needs.
- ✓ **Elevated the shading brand's prestige by incorporating fashion** and supported its repositioning as an additional luxury line by launching a key partnership with Coulissee, a European window coverings specialist company.
- ✓ **Expanded the fabric binders from 500 samples to 2,000+** as the shading line moved from an emphasis on functionality to aesthetics.
- ✓ **Established and maintained network** of photographers, filmmakers and motion graphics studios.
- ✓ **Greatly improved product displays in Home Depot and Lowe's** by replacing a text-heavy design with a customer experience. Used the power of storytelling to drive emotional connection to the brand and grow sales.

MARKETING MANAGER – 2006 to 2009

Hired into this new position to provide creative brand development and enhancement to the motorized shading business, which the company had acquired. Initially responsible for the traffic and project management of deliverables, most of which were print and photography projects. Developed a consistent brand look and feel across the product lines. Managed a graphic designer and reported to the division's general manager.

- ✓ ***Developed the company's first fabric swatch binders*** as they worked to expand their shade options. These binders were developed for interior designers, architects, and specifiers.
- ✓ ***Advanced in this role as the scale of projects evolved*** from local photo shoots to more sophisticated settings in international destinations.

DLL | King of Prussia, PA | 2004 to 2006

DLL is a global asset finance partner providing financing solutions to businesses for capital assets such as equipment, technology, and software.

ACCOUNT EXECUTIVE

Developed private label marketing packages to promote financing options for purchases of high-priced technology from top clients such as Cisco Systems, EMC, and Sony. Directed 2 or 3 graphic designers for each project to create the print and digital deliverables.

- ✓ ***Advanced the design and breadth of these promotional pieces***, from formulaic documents with a logo to a full package of compelling handouts, video supplements, and promotional giveaways.
- ✓ ***Created corporate style guides for each brand*** to help foster a seamless customer experience.
- ✓ ***Elevated awareness of DLL's financing options*** by utilizing these materials with product distributors, at technology tradeshows, and through direct mail.

PREVIOUS PROFESSIONAL EXPERIENCE

STUDIO AGOOS LOVERA | Philadelphia, PA | Marketing Manager

Provided all graphic design for this architectural firm. Established the visual language for all marketing materials across renderings, photo retouching, and print production. Coordinated photography to showcase projects and developed materials for business development initiatives, which doubled the size of the firm and diversified their project portfolio.

EDUCATION

Bachelor of Science (BS) | Biology / Natural Science | Muhlenberg College, Allentown, PA

Included an internship with Robert A. Becker Advertising, New York, NY

TRAINING

American Management Association (AMA) – Conflict Resolution

American Management Association (AMA) - The Psychology of Management

Center for Creative Leadership – Leading Creative Teams

SOFTWARE

Experienced across the full Adobe Suite and standard business software

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