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Why art direction?

My job is to come up with ideas that achieve my client's goals and to make it come to life in innovative and engaging ways. Basically, I'm a professional daydreamer. A pretty good gig if you ask me. There's really no better feeling than watching your little egg of an idea hatch into something amazing. Well...yes...winning millions in the lottery would probably give you a better feeling. So, next to winning the lottery, there's no better feeling than a great idea.

What have I done?

6/08 - present • Team Detroit As Sr. Art Director, I head up most print and email CRM for Ford Customer Service Division, Ford Parts Wholesaling and FordParts.com. I am also involved in other accounts including Ford nameplate brands, Scotts Miracle Grow, Ford Credit as well as new business assignments. I also take on many projects outside the realm of my 9-5 ranging from print and web design work to complete brand development for upstart companies.

1/06 - 4/08 • Campbell-Ewald On the national Chevy nameplate team, I worked on concepts for all Chevy vehicle categories. My ideas for the Tahoe Hybrid and Traverse were well received by my CD and the client. I continued to advance my web based thinking and execution skills. I also worked hard to expand non-traditional thinking and mediums into my executions.

11/04 - 1/06 • Campbell-Ewald **11/04 - 1/06 • Campbell-Ewald** When I advanced into the National Chevy Truck advertising group, I worked with my first great creative director. I honed my creative process while being highly involved in the 2007 Avalanche and 2007 Silverado launch campaigns. I produced the Chevy Commercial Truck campaign as well as many other original print and out-of-home executions. During this time, I was introduced to more client contact and worked hard at honing my presentation skills.

9/99 - 11/04 • Campbell-Ewald I was promoted to Art Supervisor over a team of 3 Art Directors on Chevy Retail Print projects. My group executed all of the Chevy newsprint advertising for every region in the country. I was responsible for the quality of final creative, working closely with account & production and managing the team's daily workflow. I also participated in brand concepting projects as time permitted.

What do I know?

I have over 10 years of experience in the business. I have been exposed to much more than just automotive advertising. Most importantly, I know great ideas are more than just a TV spot. I am highly skilled in the entire Adobe CS catalog and can work in QuarkXPress. I also have a working knowledge of Flash, Dreamweaver and web and email design.

