



Ryan M Swartz

Resufolio



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 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.





What did I do yesterday?

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 and 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. These days, I'm ready for anything and the more challenging, the better.



Ford Service CRM

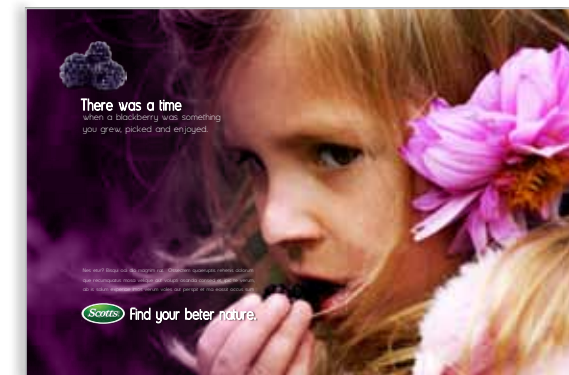
Dobravec Food Company



FordParts.com print



Scotts brand print



Ford Police Interceptor poster



What have I done recently?

1/06 - 4/08 • Campbell-Ewald

On the national Chevy nameplate team, I worked on concepts for all Chevy vehicle categories. My campaign 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.



Chevy Traverse Print



Chevy Traverse Print



Chevy Tahoe Hybrid Print



Chevy Tahoe Hybrid Print





What did I do a while ago?

11/04 - 1/06 • Campbell-Ewald

When I advanced into the National Chevy Truck advertising group, I worked with my first great creative director. He really helped bring out the creative in me. I honed my newfound chops 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 sharpening my presentation skills.



Chevy Tahoe E-85 print



Chevy Commercial truck print



Chevy Silverado Army Print



Chevy Avalanche Concepts





Why me?



Simply put, I love what I do. I love that my entire career is based on imagination. Today, my ideas could come from a magical place where woolly mammoths sketch them out in red crayon and send them to me via fez-wearing carrier pigeons. Tomorrow, they could come from somewhere as simple as a trip to the grocery store. Either way, I'm proud of what I do. In fact, have I mentioned that I love it?



A close-up photograph of a person's arm and hand. The person is holding a black pen in their right hand, positioned over an open, spiral-bound notebook with lined pages. On the person's left forearm, there is a tattoo of a fleur-de-lis symbol. The background is a warm, orange-toned surface, possibly a desk or table. The lighting is soft and focused on the hand and notebook.

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