

# Ryder Goodwin

visual experience + communication

San Francisco  
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www.rydergoodwin.com/works

## > Skill Set

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### Applications

Windows / Mac  
iOS / Android  
Photoshop CS6  
Illustrator CS6  
inDesign CS6  
Flash CS6  
Dreamweaver CS6  
HTML / CSS  
Omnigraffle

### Expertise

User centered design  
Information design  
User interface design  
Art direction  
Brand strategy & evolution  
Iterative design  
Marketing  
Identity  
Usability  
Vector illustration  
Iconography design  
Photo manipulation / retouching

## > Education

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### Information & Interaction Design courses

San Francisco State, 2013 - present

### BA, Graphic Design

San Jose State, 2004

## > Experience

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**Marketing art director**, Wells Fargo Sept. 2011 - present

- Manage in-house marketing agency team of designers and copywriters
- Work with marketing managers, product managers, legal, and compliance teams from lines of business throughout the bank
- Responsible for maintaining marketing brand consistency on wells Fargo.com, and working with enterprise brand groups to extend Wells Fargo brand into the online and mobile space

**Senior visual designer**, Wells Fargo Feb. 2007 - Sept. 2011

- Led UI/visual design and branding efforts on platforms across the bank, including Bill Pay, transfers and money movement, financial management and tracking, applications, and mobile
- Acted as a brand steward, reviewing new products and functionality, and consulting on the evolution of Wells Fargo brand in the online space
- Worked closely with UX designers, information architects, content strategists, front-end developers, product managers, and business architects
- Acted as mobile UI subject matter expert and led visual design and branding portions of mobile native and web app projects

**Web + print designer**, Taproot Foundation Jan. 2006 - present

- Work as a graphic and web designer with diverse teams of people from many professions, all volunteering time to complete projects for non-profit clients
- Completed a wide range of projects, including websites, brochures, annual reports, branding and identity

**Graphic designer**, Explore Creative Jan. 2006 - Dec. 2006

- Worked as a graphic designer for a range of local clients in various industries, including restaurants, wineries, hospitality, and retail
- Managed client accounts and relations

## > Strengths

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- Distilling complex concepts down to their basic elements, analyzing and representing them visually
- Strong understanding of, and respect for, branding, brand integrity, and brand evolution
- Proactively advocating for design improvement and collaborating to maintain design consistency
- User task analysis and simplification, and effectively championing user needs
- A passion for staying current with web, mobile and social trends and patterns
- Learning new tools & applications, and getting up to speed on new processes