



CREATIVE. DYNAMIC. EXPRESSIVE.

# Ryan R. Wolak

## EDUCATION

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### **Paier College of Art; New Haven, CT**

September 1992 - May 1996

Bachelor of Fine Arts - graduated Magna Cum Laude

## EMPLOYMENT EXPERIENCE

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### **Wolak Design Studio; New Smyrna Beach, Florida**

January 2008 - Present

**Co-Owner, Designer** - develops visual images that communicates the client's marketing objectives to the consumer. Uses knowledge of current graphic and 3D design software to produce graphic art and visual materials for promotions, advertisements, business identity, packaging, and informative and instructional material through a variety of media outlets.

### **World Color, Inc.; Ormond Beach, Florida**

October 2005 - Present

**Graphic Director** - Job responsibilities include:

- Creating and developing display/product designs, complimenting engineering, marketing, production and sales
- Calculates dimensions of new products or product enhancements and estimates material needed
- Relies on experience and judgment to plan and accomplish goals
- Pre-press artwork setup for final production (domestic and international)
- Familiar with a variety of the field's concepts, practices, and procedures
- Retouching/color correcting magazine ads and photos
- Magazine ad setup per magazines specifications and ensuring that they reach publication by the deadline
- Final approval on all outgoing artwork
- Designing graphics for packaging, displays, websites and corporate identities
- Managing deadlines
- Direct contact with U.S., China and Taiwan printers
- Reports to President of company

World Color, Inc. is a Wal-Mart certified agency. This means dealing with a broad spectrum of clients and their specific needs in relation to the largest retailer in the world. Accuracy and dependability is demanded by Wal-Mart's top management that I am in contact with routinely.



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## EMPLOYMENT EXPERIENCE

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### **StyleScience (formally Capo Inc.); Ormond Beach, Florida** October 1999 - October 2005

**Display Concepts & Development** - I was promoted to Display Concepts & Development in 2004. I had to learn Alpha-Cam and how to write programs for the CNC machines in order to machine the parts that I had designed for displays.

**Graphic Designer** - I was responsible for designing logos, brochures, display graphics, packaging, photography and photo retouching. The Graphic Department, which consisted of my boss and I, was responsible for handling all graphics and meeting all deadlines. At the time, StyleScience was the largest mid-tier sunglass company in the United States. It is now the largest sunglass company in the world. The company had many of its private label brands as well as many well known licensees such as: Disney, Nascar, Panama Jack, Revlon, U.S.A Olympics, Busch Theme Parks, Warner Bros., Kelloggs, American Choppers, Teva, Monster Garage, Wild On and Rolling Stone. My artwork has been in many major chains in the U.S. and throughout the world including: Wal-Mart, Target, Sam's Club, Kmart, CVS, Eckerd's, Rite Aid and many other well known stores.

### **Product Quest Mfg.; Holly Hill, Florida** June 1997 - November 2001

**Graphic Designer** - Used knowledge of graphic design software to produce graphic art and visual materials for promotions, advertisements, packaging, and informative and instructional material through a variety of media outlets. I worked a second job for four and a half years where I created many product labels, IFC's and display graphics.

### **Hawaiian Tropic; Ormond Beach, Florida** November 1996 - October 1999

**Graphic Designer** - Used knowledge of graphic design software to produce graphic art and visual materials for promotions, advertisements, packaging, and informative and instructional material through a variety of media outlets. I was also responsible for some domestic labeling and all of the labeling for Europe, Argentina and Mexico.

## SOFTWARE

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Extensive experience with Adobe Illustrator, Adobe Photoshop and StrataCX. Proficient with Dreamweaver, InDesign and QuarkXPress. Working knowledge of Excel and PowerPoint. All on the MacIntosh platform.

## AWARDS

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### **Daytona Beach Advertising Federation ADDY Awards:**

Between the years 2000-2003, while entering artwork in the ADDY's, I won 7 Gold ADDY's and 4 Silver ADDY's. I was also co-designer of 1 Judge's Choice and 1 Best of Show. One of my Gold ADDY designs went on to win a Silver ADDY in the Regional ADDY competition.