

# RYAN SWARTS

+1.913.909.9665 / 5125 Wyandotte St., 1N  
mail@ryanswarts.com / Kansas City, Mo. 64112

## EDUCATION

UNIVERSITY OF MISSOURI

- Juris Doctor [Intellectual Property]
- Bachelor of Journalism [Advertising]

## SKILLS/CAPABILITIES

- Web design and conceiving
- Hand-coded tableless XHTML+CSS
- Blog setup and design
- Image editing and optimization
- Brand planning and consultation

## DESIGN TOOLS

- XHTML, CSS, PHP, AJAX, jQUERY
- Dreamweaver, Fireworks, Photoshop, ImageReady, Flash, Illustrator, Freehand, InDesign, PageMaker, Wordpress, TypePad, Subversion

## RECENT WORKS

WESTERN UNION \*

Front-end development of new agent portal website and global bank services application

AVID \*

Front-end development of new e-commerce website; development of HTML confirmation email

ERNST & YOUNG \*

Front-end development and interface design of Web administration panel, including dynamic form and live sorting/filtering

C.H. ROBINSON

Web conceiving and templates for Fortune 500 transportation company

SIGHTLINE INSTITUTE

Web conceiving and templates for corporate website, blog and news service of Seattle-based environmental think tank

VALLEY FRESH FOODS

Web conceiving and mood boards for Minneapolis-based poultry company

COLUMBIA MISSOURIAN / VOX MAGAZINE

Web conceiving, design and art direction for Columbia, Mo.'s daily newspaper and city magazine

\* Client of VML

Goal: Follow classic graphic design principles and latest Web standards to create elegant and functional websites.

## CURRENT WORK

FRONT-END WEB DEVELOPER | VML

Develop websites and applications for large interactive advertising agency based in Kansas City, Mo. Use semantic HTML & CSS and JavaScript to create accessible pages that function well and look good across browsers. Wrote original code for clients like Ford, Ernst & Young and Western Union.

INDEPENDENT WEB DESIGNER | Strawsmedia L.C.

Design websites and user interfaces for clients across the country. Work as an independent consultant in the areas of web design, navigation and user interface, blogging, brand planning and search optimization. Clients include Sightline.org, Kerker Advertising Agency and the University of Missouri.

## PAST EXPERIENCE

BLOG EDITOR | Patently-O.com, 2007-2009

Manage design, advertising and sponsorships for nation's leading patent law blog. Attract exclusive sponsors and negotiate advertising agreements.

CREATIVE DIRECTOR | Columbia Missourian Online, 2005-2006

Led art direction and design for Columbia, Mo.'s online newspaper and weekly magazine. Working with editors and readers, established and communicated brand standards. Designed layouts, wrote front-end code and created all graphics and logos for project.

ACCOUNT COORDINATOR | Knorr Marketing, 2006

Supported boutique strategic communications shop in a variety of roles. Work included the design of ads and logos, brand planning, client service, database creation and event planning.

CORPORATE COMMUNICATIONS INTERN | Sprint Corp., 2004

Wrote, edited and posted news for corporate intranet with 60,000 readers. Managed two campaigns to drive the recruitment of employee volunteers. Wrote targeted stories, mass e-mails and executive talking points.

STAFF WRITER | The Packer, 2003

Reported full-time for the fruit and vegetable industry's national weekly newspaper. Reported on market trends, exchange rates, crop prices, production levels, trade policies and marketing practices.