

# RYAN S. VELLINGA

GRAPHIC DESIGNER

## CONTACT

10058 Lemon Valley Avenue,  
Las Vegas, NV 89147

702.575.3284

ryanvellinga1@gmail.com

ryanvellinga.com

## EDUCATION

### UNIVERSITY OF NEVADA, LAS VEGAS

2021 - 2024

Las Vegas, NV

Bachelor of Science,  
Graphic Design and Media  
3.84 GPA

### TRUCKEE MEADOWS COMMUNITY COLLEGE

2019 - 2021

Reno, NV

Associate of Arts,  
Graphic Arts and  
Media Technologies  
3.78 GPA

## SKILLS

- Adobe Creative Suite
- Animation
- UX/UI
- Canva
- Figma
- Windows and Mac OS
- Digital Photography
- HTML & CSS
- Media Communications
- Print Production

## EXPERIENCE

### NEVADA PUBLIC RADIO • DESERT COMPANION MAGAZINE

September 2022 - Present

Graphic Designer

- Produce captivating graphics that adhere to and reinforce Nevada Public Radio and Desert Companion's visual identity.
- Design layouts and graphics for Desert Companion Magazine and Desert Companion Newsletter, ensuring a visually striking and cohesive publication while also meeting deadlines.
- Develop in-house advertisements and marketing materials for online and print mediums, contributing to the organization's brand promotion and outreach efforts.
- Oversee the interface design and User Experience of knpr.org and desertcompanion.com. Implement data driven design decisions to increase click through rates and drive user engagement with the NPR app.

### AIGA LAS VEGAS

May 2024 - Present

Membership Director

- Lead membership initiatives to grow and engage the local design community, enhancing member experience and fostering a sense of belonging.
- Organize and coordinate events, workshops, and networking opportunities, ensuring they align with members' professional development needs and interests.
- Collaborate with AIGA leadership and partners to develop strategies for member retention and recruitment, contributing to the chapter's growth and impact.

### ACADEMY MUSEUM OF MOTION PICTURES

January 2024 - Present

Freelance Graphic Designer

- Design and develop didactic materials for upcoming museum exhibitions, utilizing compelling typography to enhance visual storytelling and create a better user experience.
- Collaborate closely with publications, editorial, and exhibition teams to align typographic and graphic elements with curatorial vision and exhibition narratives.
- Ensure consistency of the museums didactic style while adapting design solutions to fit the unique themes, brand identity, and visitor engagement goals of each exhibition.
- Manage project timelines and coordinate with cross-functional teams to deliver exhibition graphics and materials according to the project deadlines.

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## BREAKTHRU BEVERAGE GROUP

March 2023 - Present

Freelance Graphic Designer

- Develop and routinely update a comprehensive wholesale beverage catalog for the Las Vegas and Reno markets.
- Design the catalog with a focus on readability and ease of use, ensuring quick access to product information and streamlined navigation for clients which has enhanced the B2B customer experience leading to increased sales.
- Maintain consistency with the company's established brand guidelines while introducing design elements that improve clarity and visual hierarchy.
- Collaborate with sales and marketing teams to align catalog design with business objectives, ensuring it effectively supports client needs and adapts to evolving market demands.

## AIGA UNLV

August 2021 - May 2024

President, Vice President, Secretary

- Led a diverse team of dedicated board members, fostered collaboration, and ensured the successful execution of various initiatives and events.
- Develop and execute a comprehensive strategic plan to align the chapter's goals with the broader mission of AIGA National.
- Manage the chapter's budget, fundraising efforts, and financial resources, ensuring fiscal responsibility and sustainability.

## VEGAS SEVEN MAGAZINE

June - August 2017

Editorial Intern

- Authored ten feature articles published in the Arts & Entertainment section, generating leads and captivating reader interest.
- Designed and created previews for upcoming issues of Vegas Seven magazine, optimizing content for Instagram, Twitter, and the Vegas Seven website.
- Conducted thorough fact-checking for articles and calendar content, maintaining a high standard of accuracy and credibility before publication.