



ALDEN CREATIVE

✉ ryan@aldencreative.com

🌐 www.aldencreative.com

☎ (720) 810-9269

📍 Denver, CO

📷 @aldencreative

in www.linkedin.com/in/ryanalden

## I Create Spaces, Design Things, and Spark Emotions.

## Sr. 3D Environmental + Experiential Designer

## Ryan Alden Creative Co-Pilot

Over the last 18 years, I have evolved my multidisciplinary career to specialize in integrating brands with the built environment. Rooted in human-centered design, my portfolio is a curation of thoughtful, engaging, and beautifully detailed environments and experiences. From napkin sketches to production drawings, I've consistently delivered harmonious design solutions for a range of trusted brands. Some notable clients include Coca-Cola, Amazon, Google, Pepsi, Under Armour, Pandora, Mac Tools, and Verizon. Another highlight of my career was being named one of design:retail's top 40 under 40 for my portfolio of work.

### EDUCATION

#### OCAD University

Bachelor of Design, Environmental Design

My education focused on the design of expressive and humane interior and architectural spaces, with projects developed in an interior, architectural, environmental and societal context. It followed a design methodology of research, analysis, design and presentation, with an emphasis on conceptual development. It embodied the transformation of conceptual ideas into human-centered environments.

### EXPERTISE

- + Environmental Design
- + Experiential / Event / Exhibit Design
- + Wayfinding / Sightlines / User Flow
- + 3D Visualization / Rendering
- + Brainstorming / Ideation
- + Branding / Visual Identity
- + Copywriting / Editing
- + Graphic Design
- + User Interface / Experience Design
- + Art/Creative Direction
- + Package Design
- + Product Design

### CREATIVE TOOLS

- + AI (ChatGPT / Midjourney)
- + Hand Sketching
- + Adobe Illustrator / Photoshop / InDesign
- + SketchUp (3D Modeling)
- + Enscape (Real-Time Rendering)
- + Digital Photography

### AWARDS

- + The Ontario Association of Architects Award
- + 2018 design:retail's 40 Under 40 Recipient

### PROFESSIONAL EXPERIENCE

#### Alden Creative

Sep 1999–Current

*Multiple Locations*

#### NOA Brands

Nov 2017–Apr 2018

*Lafayette, CO*

#### NNG

Feb 2015–Mar 2016

*Greenville, SC*

#### EP+Co

Jun 2010–Nov 2013

*Greenville, SC*

#### LRK Architects

Dec 2007–Nov 2008

*Boulder, CO*

#### Communication Arts

Nov 2005–Dec 2007

*Boulder, CO*

#### @Last Software

Sep 2004–Nov 2005

*Boulder, CO*

#### Owner/Multidisciplinary Designer

Developing thoughtful design solutions across a broad range of markets and project scopes. Elevating client brands through engaging spaces, experiences and print/digital creative. Managing client projects from initial concept to development while adhering to tight timeliness and budgets, often working with satellite teams. Notable clients include Chick-fil-A, Coca-Cola, Google, Verizon, and Under Armour.

#### Creative Director

Worked with a team of incredibly talented fine art sculptors and 3D artists, alongside production and engineering, concepting, developing and producing mannequins for the retail industry.

#### UI/UX Designer

Specialized in technology solutions for the automotive, industrial and consumer electronics industries. UI/UX design for ground-up development of an automotive HMI (touch screen) design/development software. Pixel perfect graphics, UX workflow, wireframing, and layout.

#### Senior Experiential Branding Designer

Supported Verizon's sponsorship of the NFL through custom designed and visualized 3D environments, interactive experiences, digital experiences, environmental graphics, furniture, fixtures, mobile kiosks, and lighting. Primary projects included the 6,500sqft Verizon Training Ground at NFLX, Redskins, Ravens, and Penguins VZ Studios.

#### Environmental Designer

Worked with commercial developers to concept mixed-use retail environments. Notably, St. Andrew's at Historic Hyde Park, a 340-acre development proposed for Upstate New York in the heart of wine country.

#### Environmental Designer

Conceptual design of retail and mixed-use environments, wayfinding design, environmental graphics, FF&E design/resourcing, consumer flow and environment programming.

#### SketchUp Software Trainer & UI Designer

3D software trainer, taught basic, intermediate and advanced courses to public/private groups and architectural firms. Presented and marketed SketchUp across North America through public speaking and presentations to audiences of 50–500 people. Internal software testing and development. Icon design for SketchUp Graphic User Interface.