

Hi, I am  
**Ryan**

-  
an allround 360 designer  
a product designer & an art director

-  
an o.k skater  
an average drummer



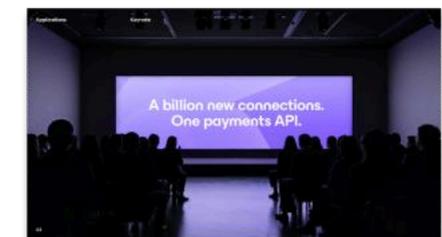
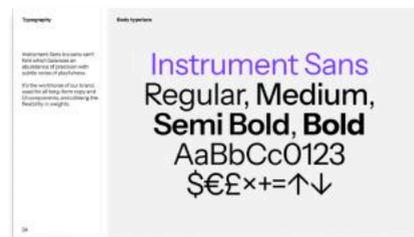
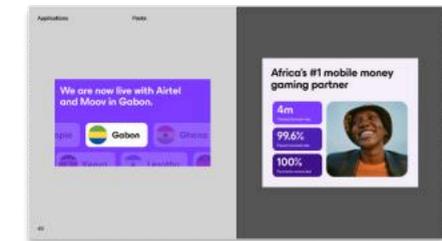
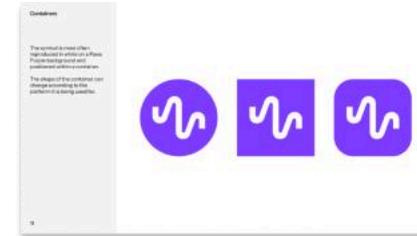
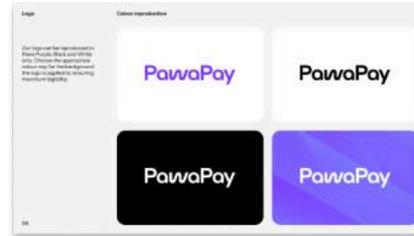
# PawaPay 2026

**Location:** Remote

**Touch Point:** Branding, Marketing

As Lead Designer for PawaPay's 2026 rebrand, I shaped the overall creative vision across brand, marketing, and UI/UX, delivering a cohesive, scalable identity that strengthens trust and recognition across all touch points.

[pawapay.io](http://pawapay.io)



# PawaPay 2026

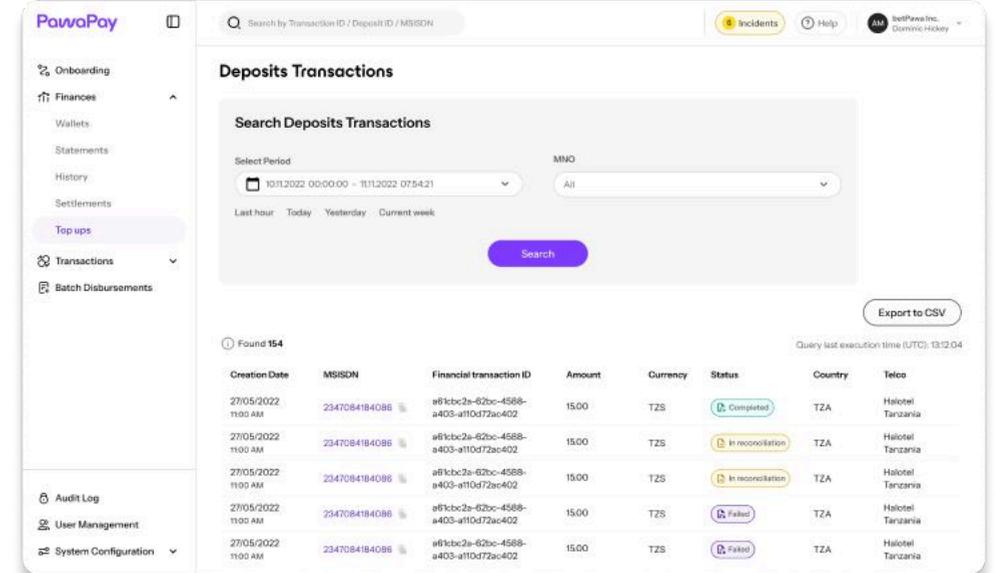
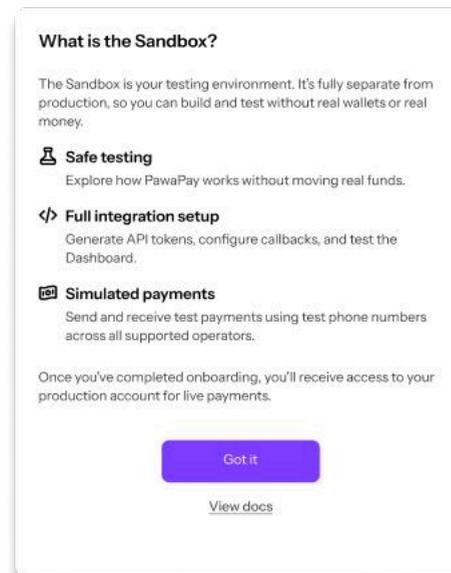
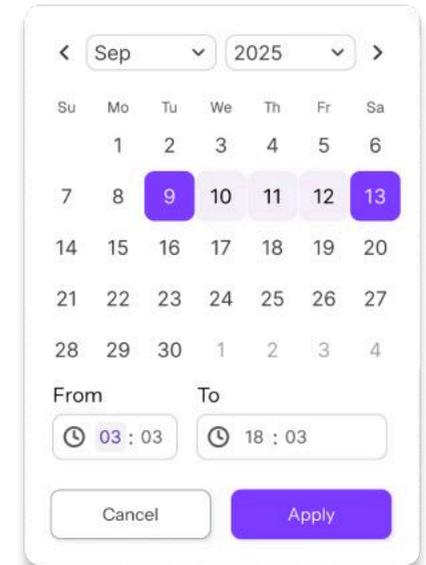
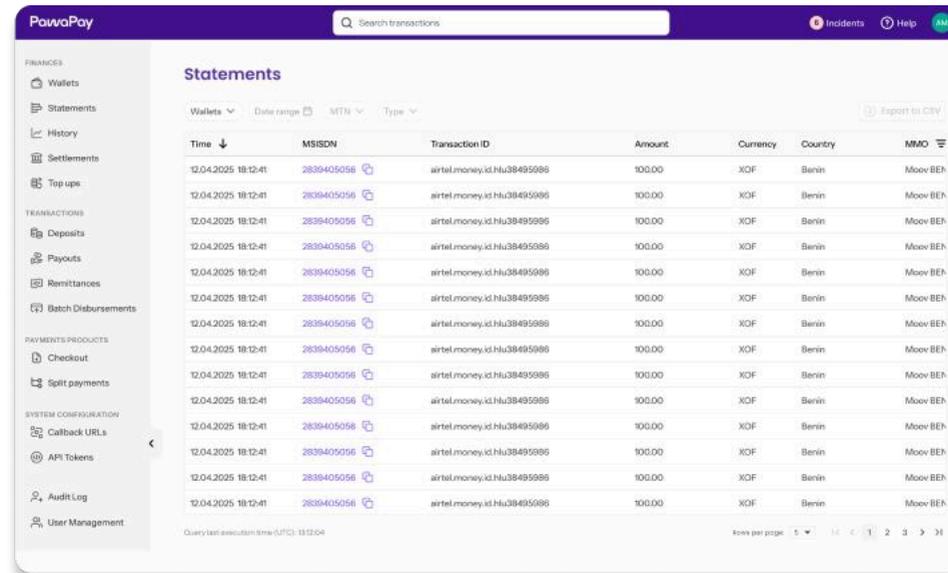
**Location:** Remote

**Touch Point:** Product, UI/UX

Led the end-to-end redesign of a digital product, improving usability, visual consistency, and overall user experience.

Conducted UX evaluation, restructured user flows, and delivered a modern interface aligned with business and brand goals. Collaborated with product managers and engineers to implement the new design and ensure a smooth rollout.

pawapay.io

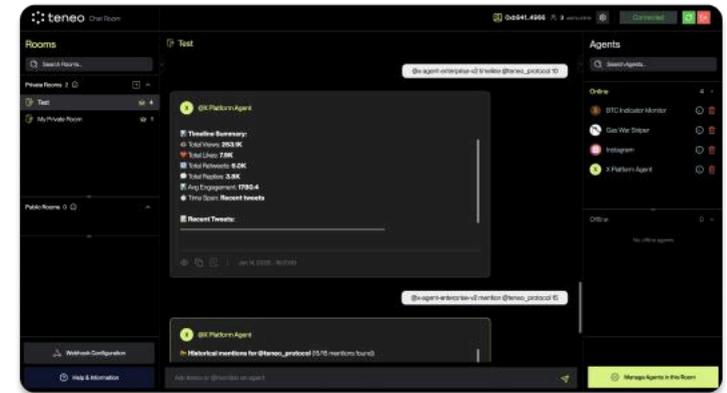
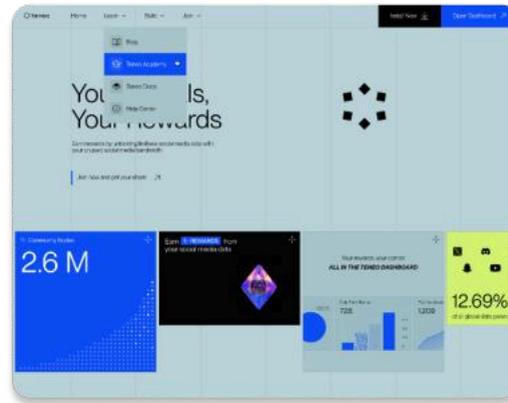


# Teneo Protocol

**Location:** Austria, Germany

**Touch Point:** Branding, Marketing, Product Growth, UI/UX

I craft unified brand experiences across print, digital, and interactive touchpoints, transforming ideas into intuitive visuals that strengthen identity and elevate dev, agents and user engagement.



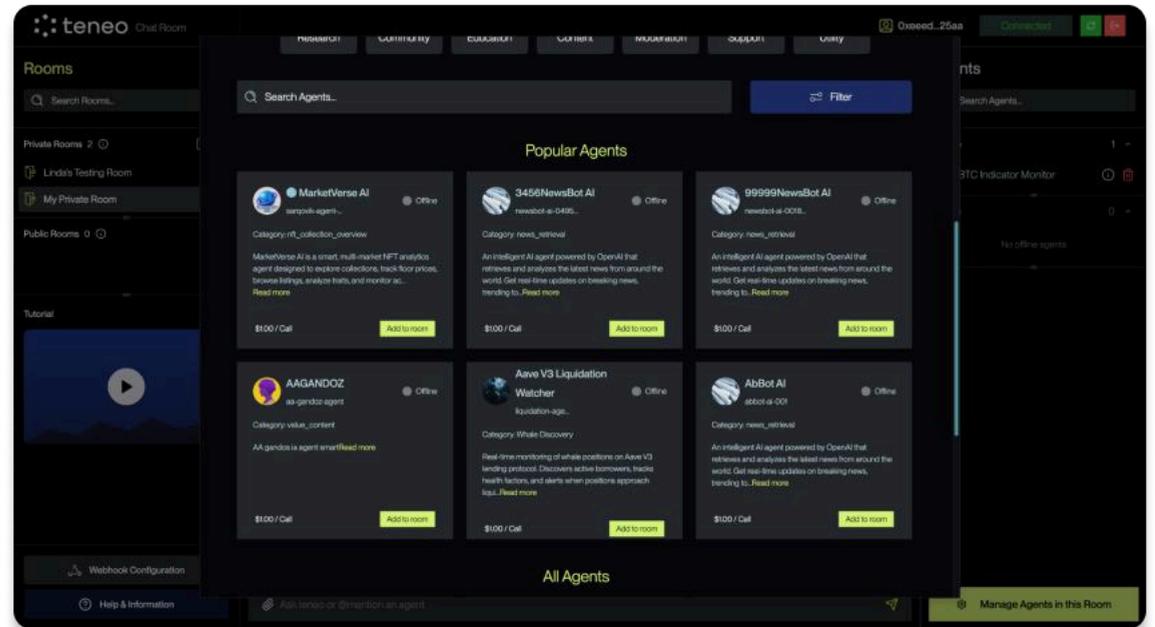
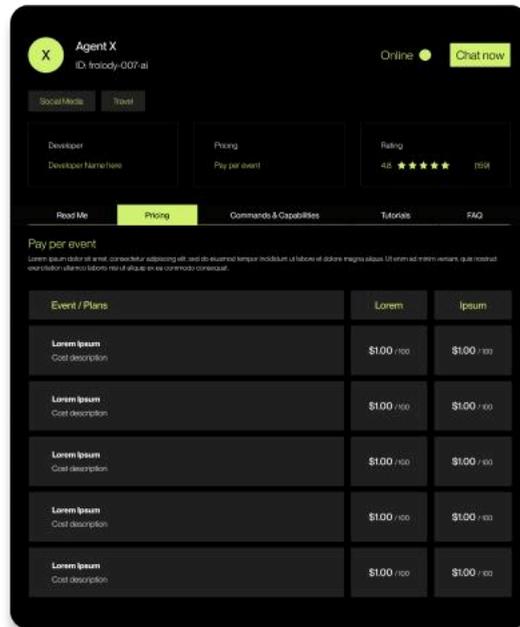
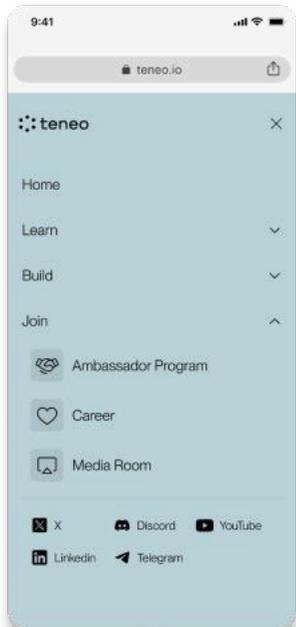
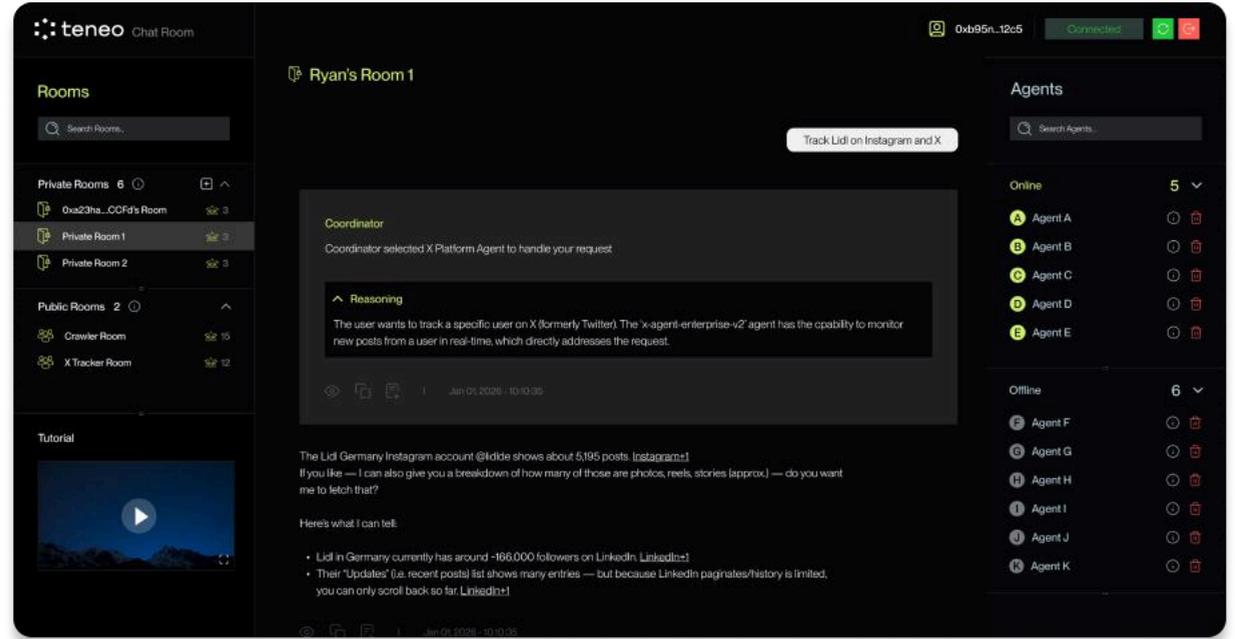
# Teneo Protocol

**Location:** Austria, Germany

**Touch Point:** Product Growth, UI/UX

Versatile 360° designer specializing in branding, graphic design, and UI/UX.

I also helps with the growth and product development.

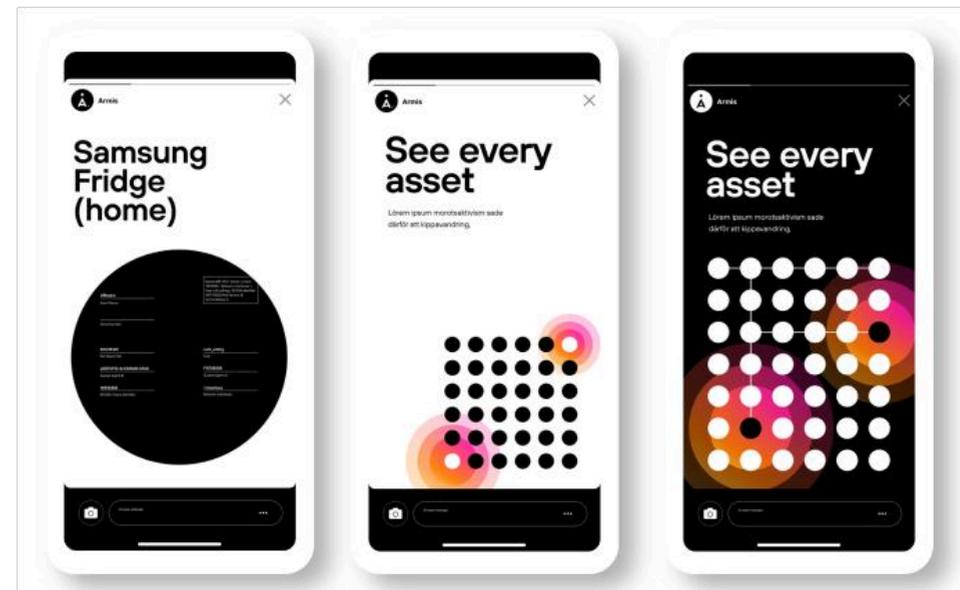
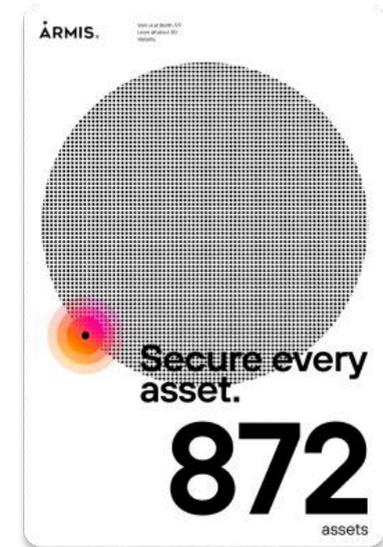
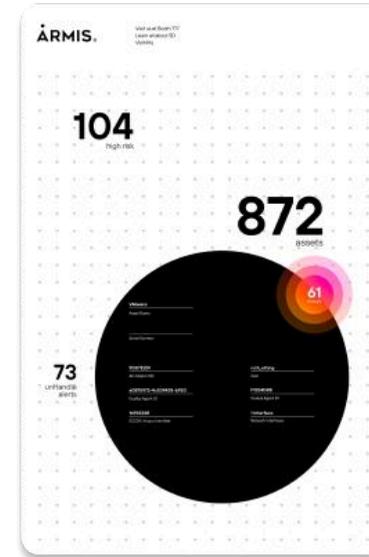
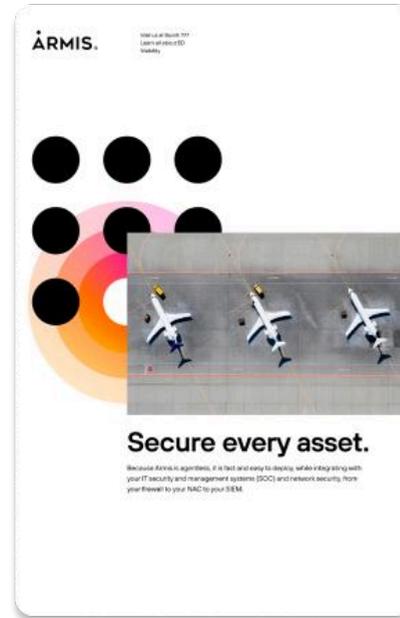


# ARMIS

**Location:** Remote

**Touch Point:** 360 Branding

armis was looking for a big rebrand however, they wanted to get there in small incremental changes. i kept the rebrand classic, bold, timeless, approachable, and easy to implement with small alterations to their current identity.



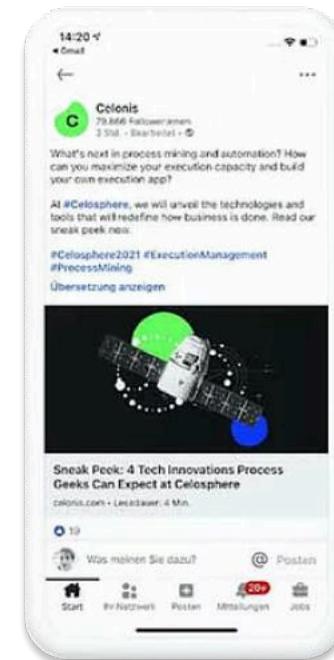
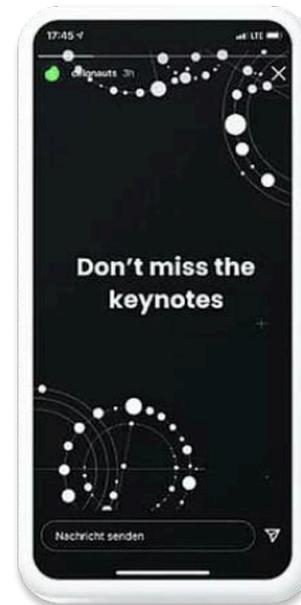
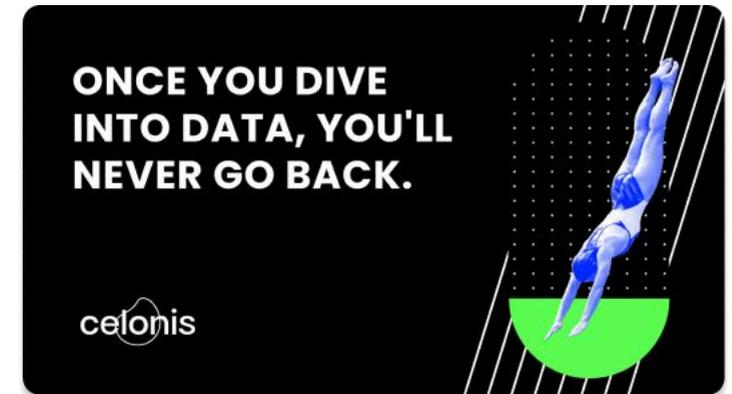
# Celonis

**Location:** Munich, Germany

**Touch Point:** Branding, Marketing, Event

Its really overwhelming and im not sure where to start with this masterpiece. What i can say is this is what happen when i have a freedom of creativity. From branding, marketing design to event.. I love this baby!

celonis.com



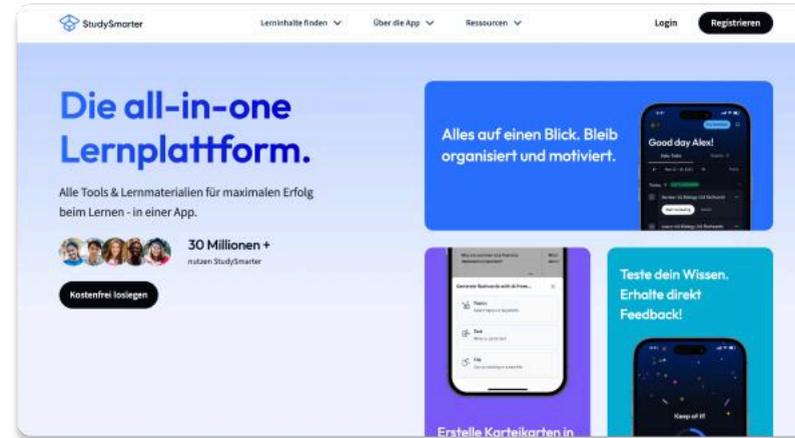
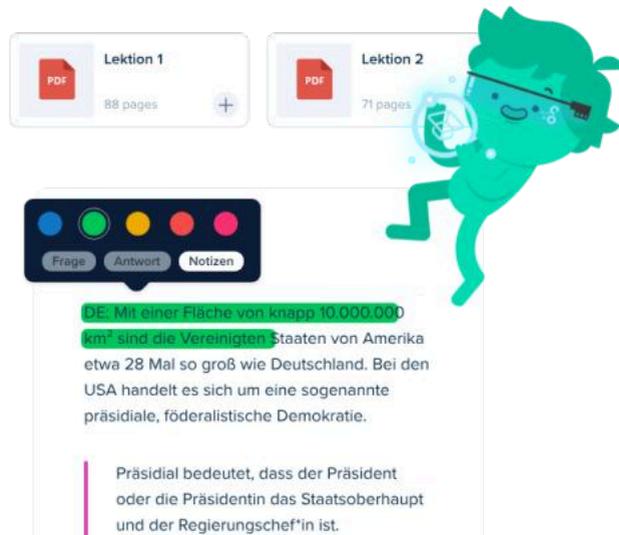
# Study Smarter

**Location:** Munich

**Touch Point:** Branding, Illustration, UI/UX

StudySmarter is a learning platform designed to empower students to achieve their educational goals. As a Senior Graphic Designer on the educational app, I design intuitive UI/UX, engaging visuals, and interactive elements that enhance the overall learning experience.

[studysmarter.de](https://studysmarter.de)

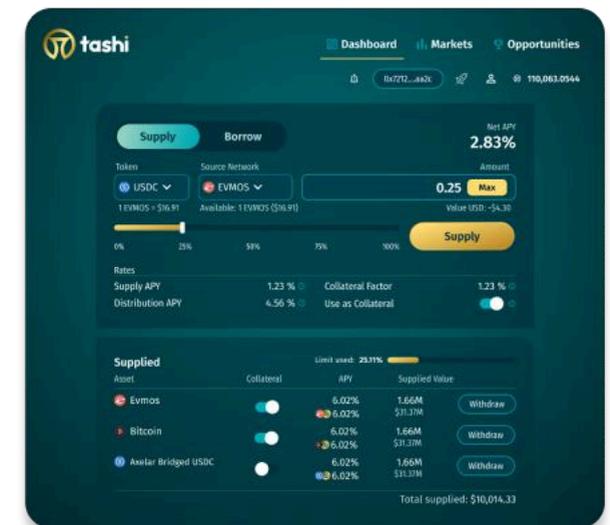
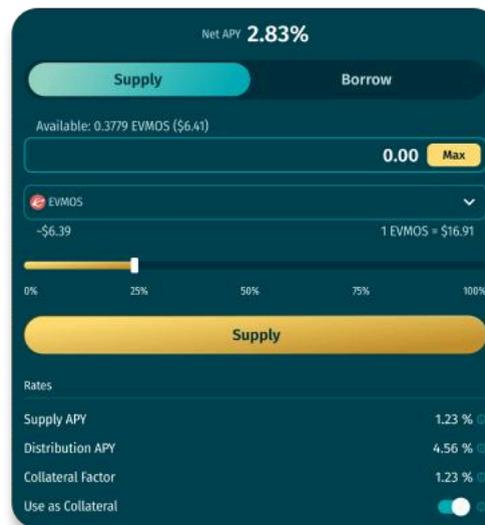
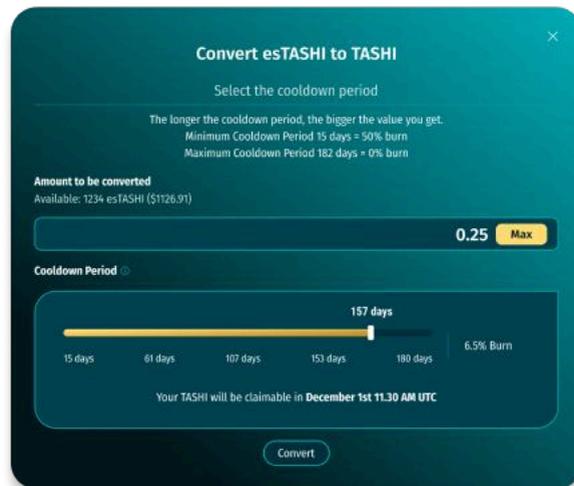
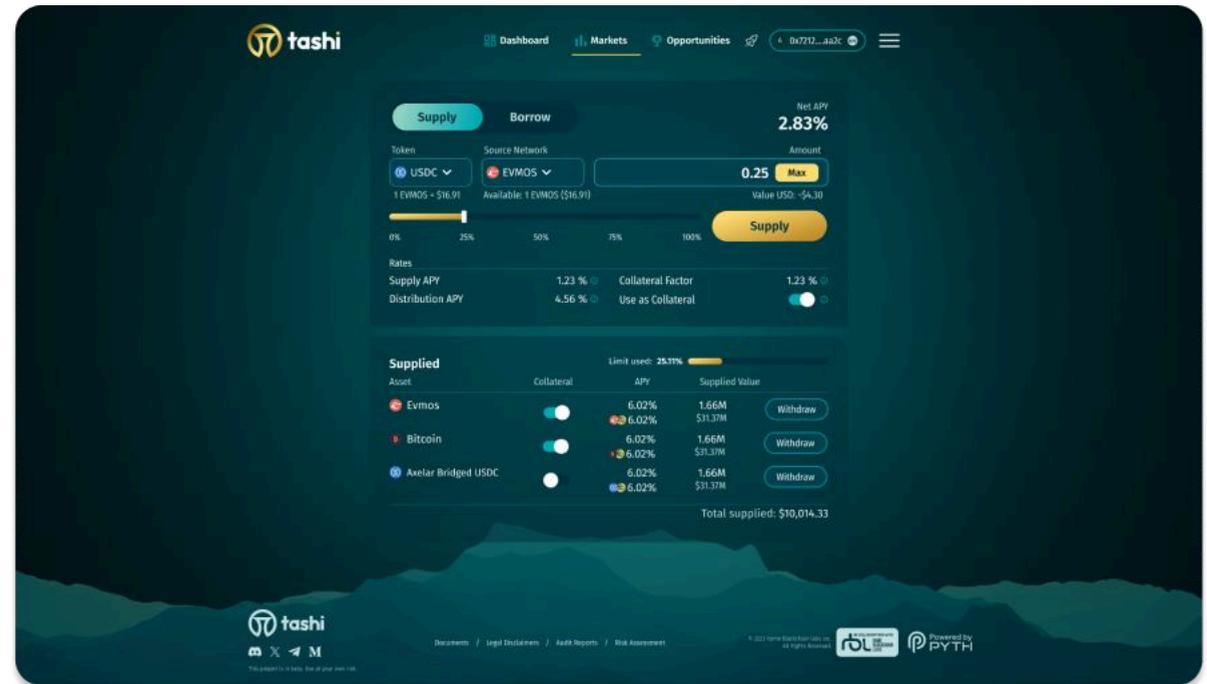


# Tashi

**Location:** US + Remote

**Touch Point:** UIUX - Product Growth

My core responsibilities would revolve around product itself (UIUX), visually communicating the brand's value to its target audiences typically include: Branding & Visual Identity, Marketing Collateral, Web & Product Marketing, Social Media & Campaigns and Event & Employer Branding



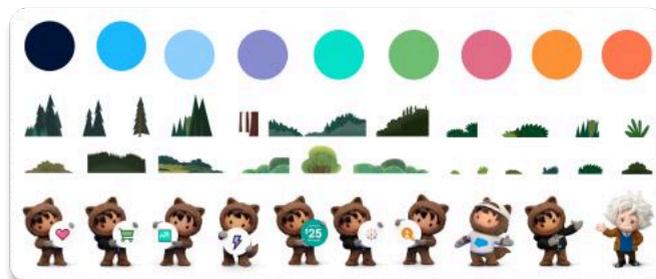
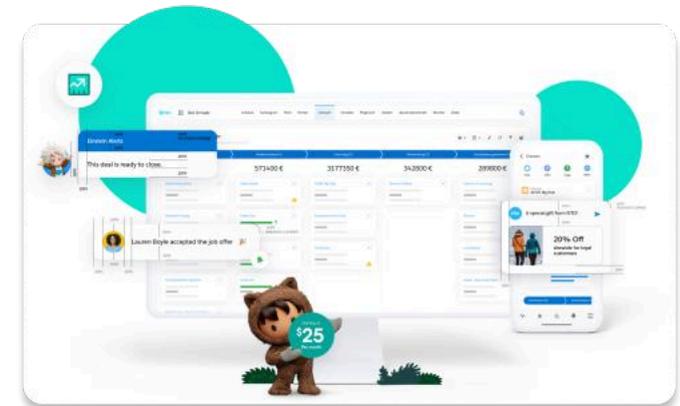
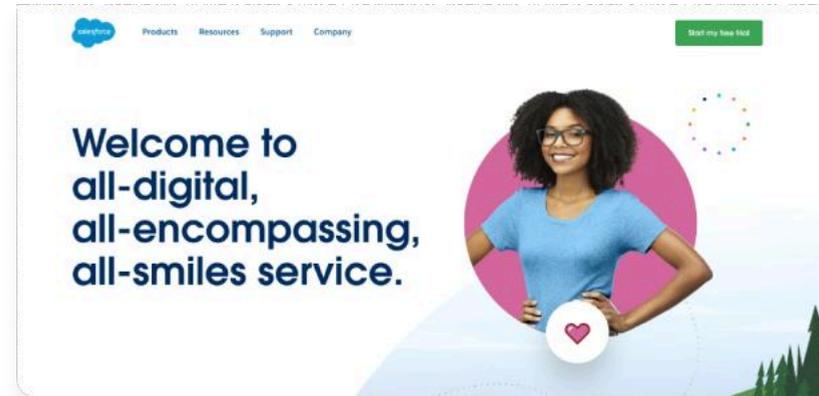
# Salesforce

**Location:** Remote

**Touch Point:** 360 Branding

Salesforce—a brand full of character (pun intended). I had the privilege of redesigning and redefining Salesforce’s digital landscape, enhancing the brand’s look, feel, and user experience, along with contributing to other exciting projects.

primary kit

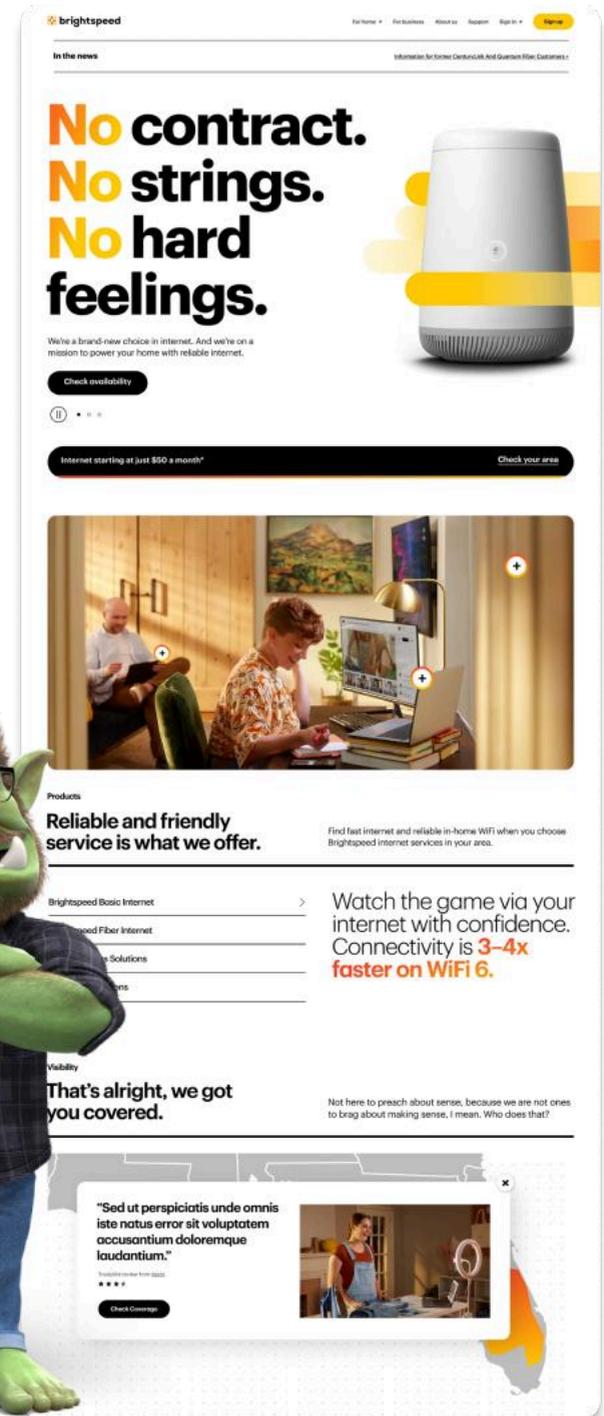


# Brightspeed

**Location:** Remote

**Touch Point:** Branding & Social Media

Working on Brightspeed gave me the chance to help shape and elevate the brand's visual identity. I refined brand guidelines, developed campaign concepts, created storyboards, directed photoshoots, and designed social content — building a bold, cohesive system that brought clarity and confidence to every touchpoint.

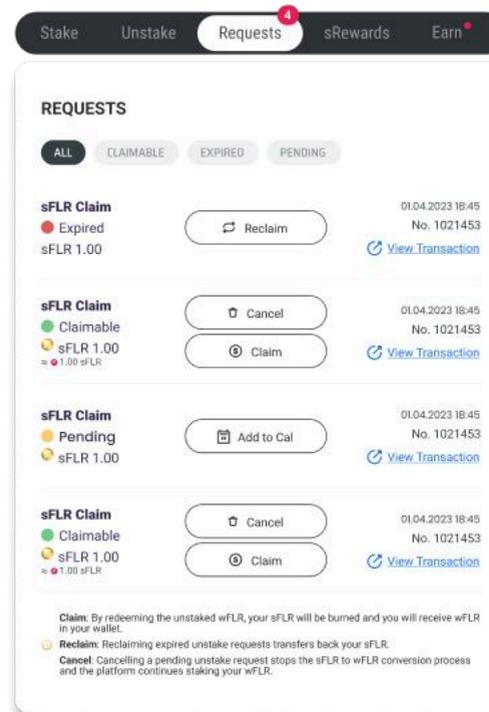
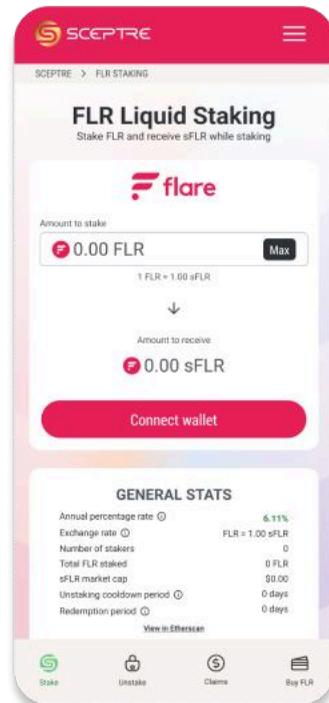
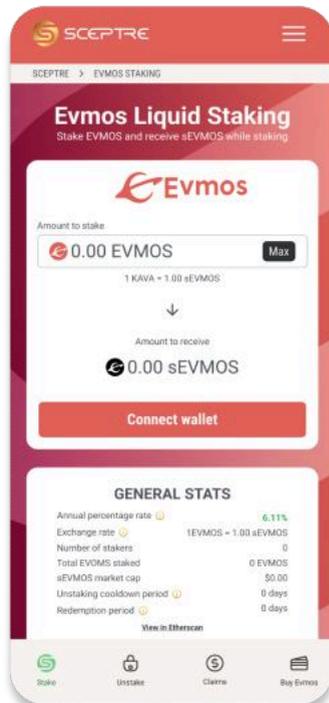
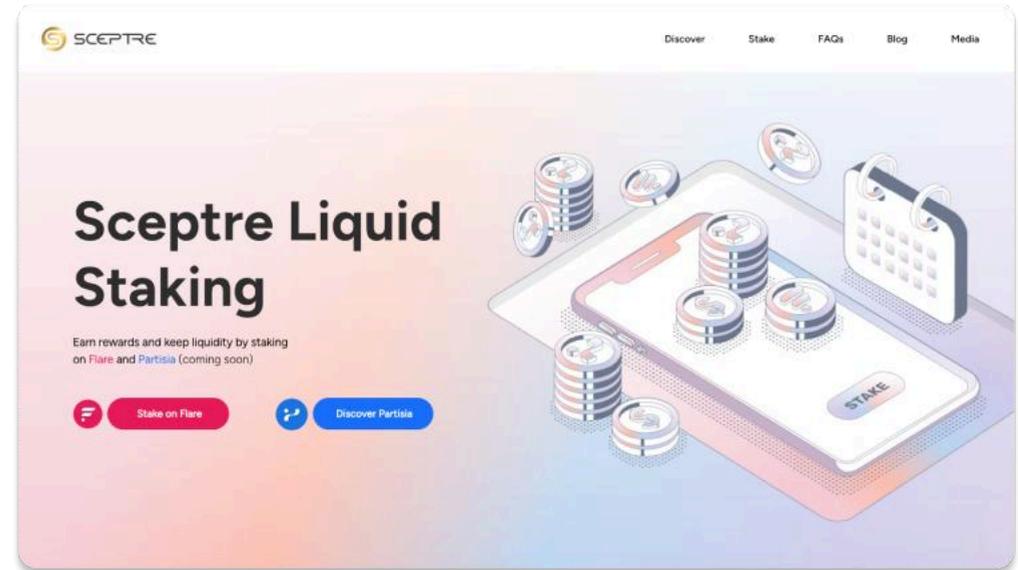


# Sceptre Liquid Staking

**Location:** Miami + Calgary + Remote

**Touch Point:** Branding, UI/UX, Marketing, illustration

Sceptre provides stakers with the ability to utilize their staked tokens effectively. Another product i architected, brand and marketing for Rome Blockchain Labs.



# Rome Blockchain Labs

**Location:** Miami + Calgary + Remote

**Touch Point:** 360 Campaign + Digital

As a Brand & Graphic Designer at Rome Blockchain Labs, I orchestrated a 360-degree visual identity that fused a classic aesthetics with modern fintech innovation.

I led the end-to-end design of cross-channel campaigns, creating high-impact digital assets, interactive content, and event branding.



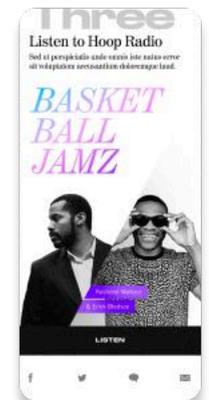
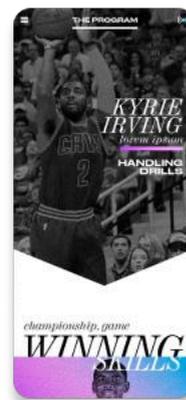
# Nike HoopLife

**Location:** NYC + Remote

**Touch Point:** Digital + App

Nike Hoop Life is an ambitious project from Nike to develop an app focusing on Basketball training. I led the creative direction and digital design, crafting a bold, youth-driven visual identity across the app and campaign.

I translated the energy of basketball culture into a cohesive, engaging digital experience.

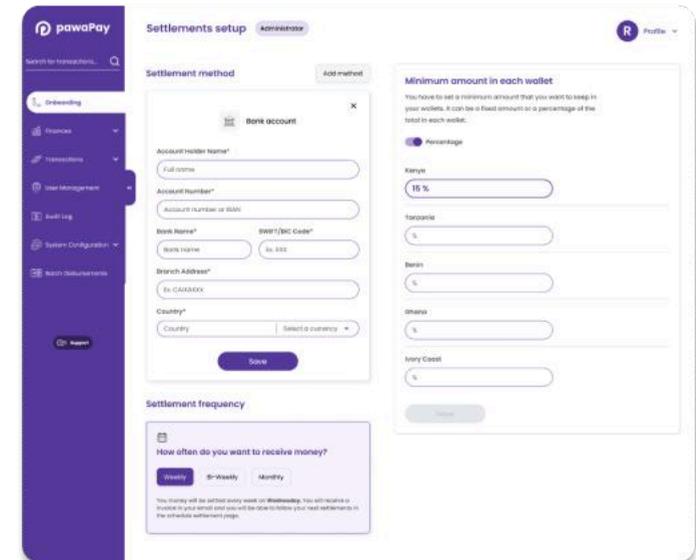
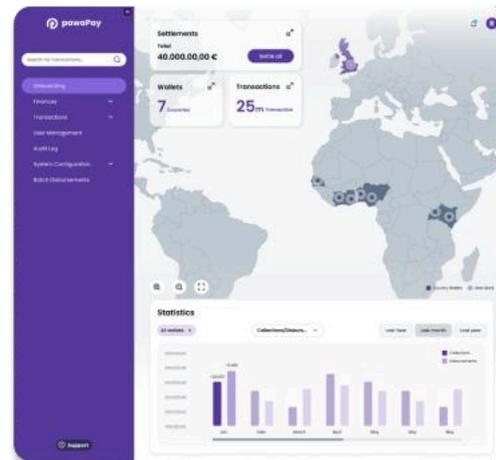
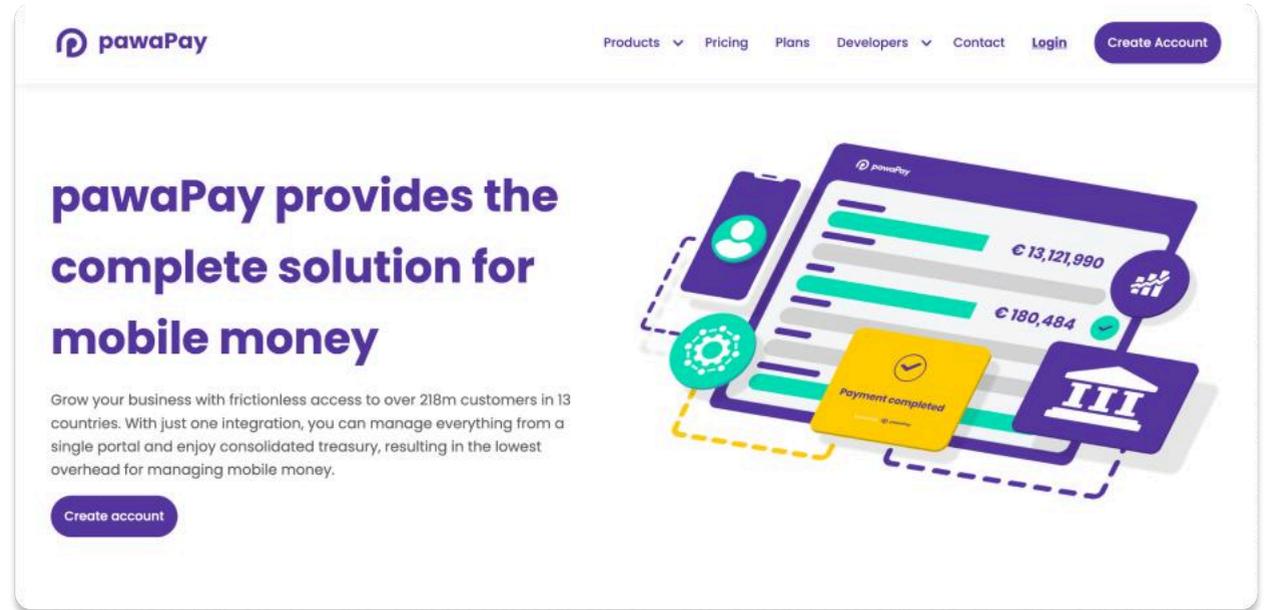


# pawaPay 2022

**Location:** UK + Estonia + Africa + Remote

**Touch Point:** 360 Branding + App

as an inhouse creative lead i led the design team in creating a refreshed visual identity, including logo redesign, color palette selection, and typography, resulting in a modern and cohesive brand image for 3 years use target.

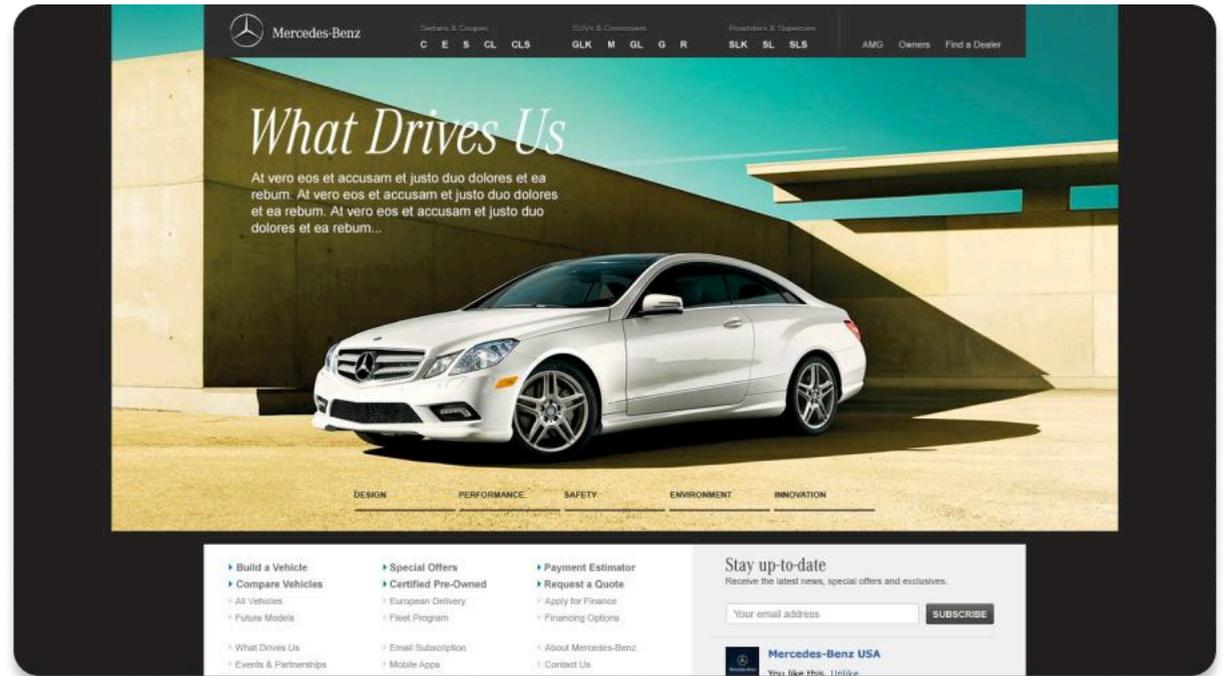


# Mercedes-Benz

**Location:** Stuttgart + San Francisco

**Touch Point:** Digital + Redesign

I contributed to the development of the new visual direction for Mercedes-Benz, applying the refreshed brand language across multiple touchpoints. My role focused on translating the premium identity into cohesive digital and physical experiences, ensuring consistency, clarity, and a refined aesthetic across every interaction.



# Uniqlo

**Location:** NYC

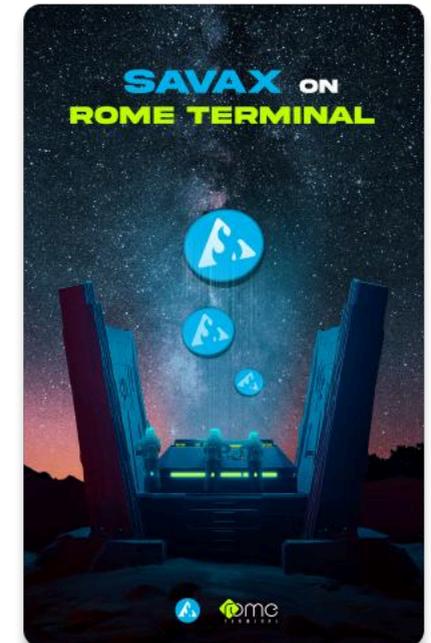
**Touch Point:** Print, Digital, Film

Uniqlo needed an expansive 360 campaign with a strong digital focus to introduce their unique brand to American culture. The goal was to blend Japanese craftsmanship and devotion to perfection with America's love for tailored denim and quality apparel, creating a seamless fusion of both worlds.



# Digital & Concept Art

Conventional design is textbook! I create concept art that turns ideas into stunning visual. pment for games, film, and digital media, with a focus on strong composition, color, and readability. 🎨 i love experimenting on digital and concept art. Another way to fill my free time but good that Rome Blockchain Labs gave me one of their product to explore!



## **i am a name dropper**

- 2020-2026 : Teneo Protocol, PawaPay, Rome Blockchain Labs, Benqi, Solana Beach, Sceptre.Fi, Kinetic.Market, Tashi.Fi, Hover.Market, Alasco, Celonis, Studysmarter, Vans.
- 2015 - 2020 : Nike, Rolex, Sony PlayStation, Emirates, Surf Tech, Lipton Tea, Lexus, Mercedes-Benz, Intel, Armis, Samsung, Smirnoff, Stride, Mattel, Shutterfly, Symantec, Verisign, Citibank, Visa, Victoria Secret.