Hi, I am

Ryan

-

an art director
a visual designer

-

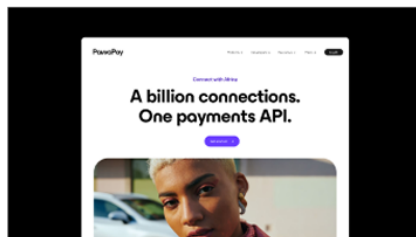an o.k skater
an average drummer

PAWAPAY
2026

Location: Remote

Touch Point: Branding, Marketing, UIUX

As Creative Director 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 touchpoints.

pawapay.io

Africa's #1 mobile money gaming partner

4m
Transactions per day

99.6%
Payout success rate

100%
Payments reconciled

We are now live with Airtel and Moov in Gabon.

Gabon

Ghana

Brand Visual Identity   Style Guide

PawaPay

2025

5m
Transactions per day

85%
All wallets in Africa

€7bn
Total transactions
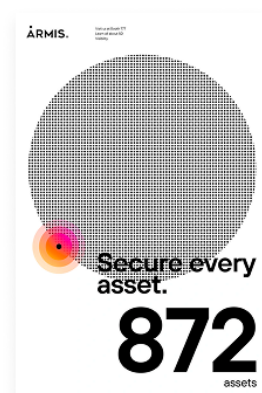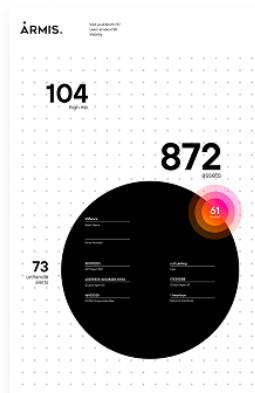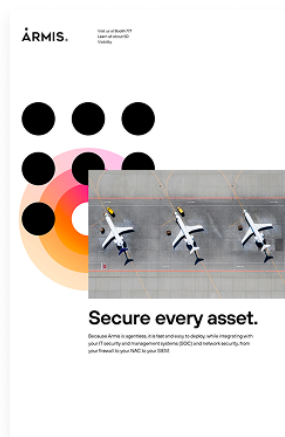
20
Live markets

42

91.3
Live MNO integrations

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, approchable, and easy to implement with small alterations to their current identity.

ÁRMIS.

Secure every asset.

Because Armis is agentless, it is fast and easy to deploy, while integrating with your IT security and management systems (SOC) and network security, from your firewall to your NAC to your SIEM.

104
High-Risk

872

61

73

ÁRMIS.

Secure every asset.

872
assets

ÁRMIS.   ÁRMIS.   ÁRMIS.   ÁRMIS.

MINIMAL OWNABLE COLOR PALETTE

Samsung Fridge (home)

See every asset
Lorem ipsum morbiaitarm sale darin et tippavanding.

See every asset
Lorem ipsum morbiaitarm sale darin et tippavanding.

TENEO PROTOCOL

Location: Austria, Germany
Touch Point: Branding, Marketing,
Product Growth, UIUX

Versatile 360° designer specializing in
branding, graphic design, and 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
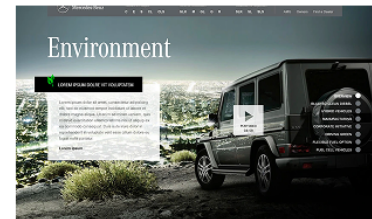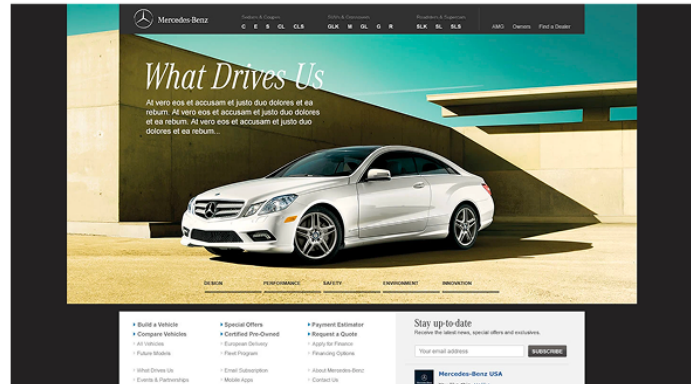and user engagement.
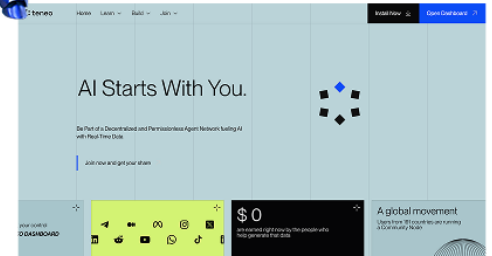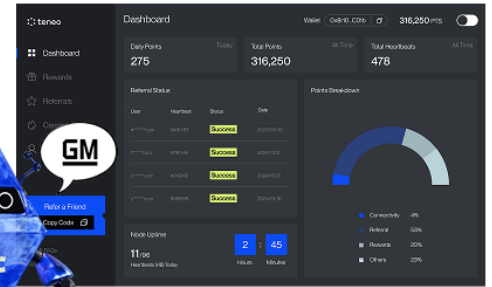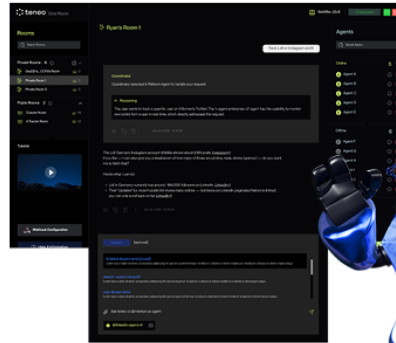
MERCEDES-BENZ

Location: NYC

Touch Point: Digital + Redesign

redesigns are always exciting, especially for a brand like mercedes-benz. i had the opportunity to work on new trim books, homepages, navigation systems, tech specs pages, and other digital experiences, enhancing their luxury appeal.

CELONIS

Location: Munich, Germany
Touch Point: Branding, Marketing, Event

Its really overwhelmingand 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

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.

Welcome to
all-digital,
all-encompassing,
all-smiles service.

primary kit
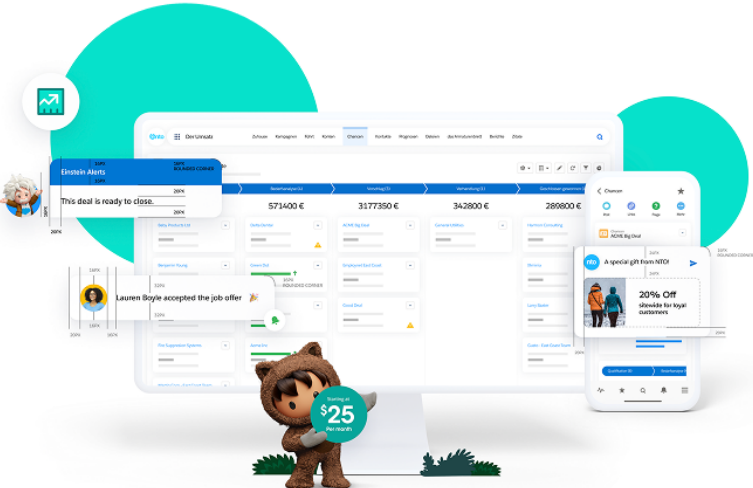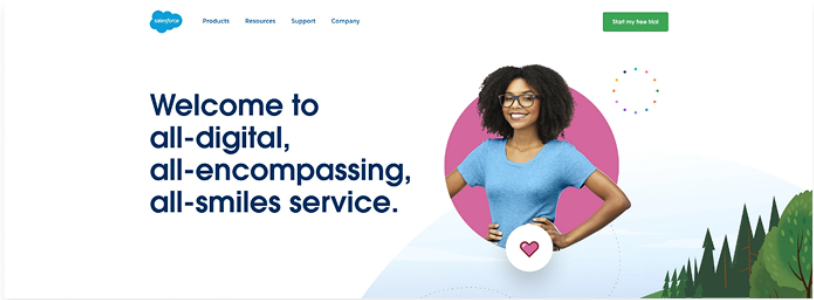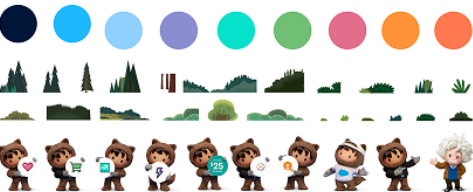
SCEPTRE LIQUID STAKING

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.
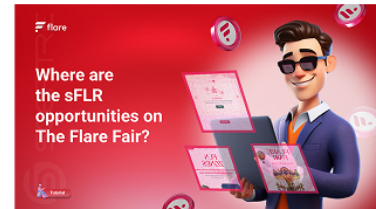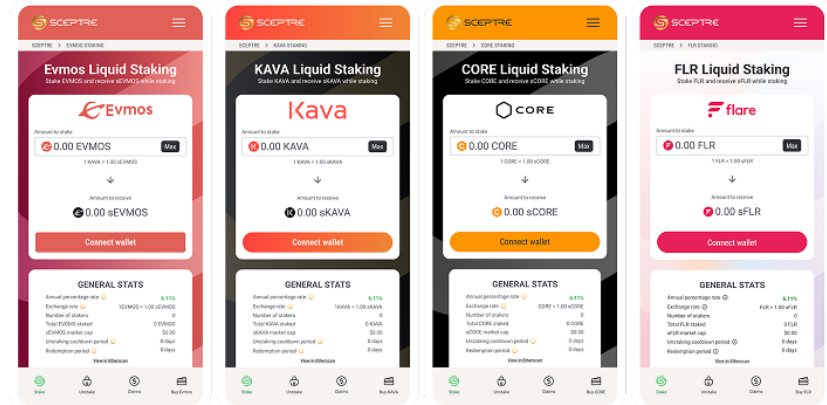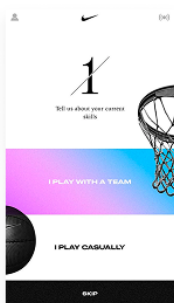
NIKE HOOPLIFE

Location: NYC + Remote

Touch Point: Digital + App

basketball was in a rebound, the game has been slowly fading away, but the thrive for redemption has fed the hunger of the younger generations. we asked, we heard and we delivered.

Brightspeed

Location: Remote

Touch Point: Branding & Social Media

it's always tough to walk away from great projects. magic happens when client and agency align and embrace bold moves. i had the pleasure of working with an amazing team on brightspeed's social media campaigns, refining their brand guidelines, creating storyboards, overseeing brand photoshoots, and shaping their latest ad campaign.

Your cable **internet** is **sharing** bandwidth with your neighbors, that's sweet of you.

Brightspeed Fiber Internet. — What will you do with it?

We can go 3 times round the world in a split second.

We've got 75,000 miles of fiber cable. Enough to go around the Earth 3 times. It would take you almost 42 days driving non-stop at 75 mph to cover that distance. But data only needs a split second.

Brightspeed Fiber Internet. — What will you do with it?

In the news — Information for former CenturyLink And Quantum Fiber Customers →

No contract. **No** strings. **No** hard feelings.

We're a brand-new choice in internet. And we're on a mission to power your home with reliable internet.

Check availability

You can have **fast fiber internet**. Or you can have... wait for it...hang on...cable internet.

Brightspeed Fiber Internet. — What will you do with it?

Visibility

That's alright, we got you covered.

Not here to preach about sense, because we are not ones to brag about making sense. I mean. Who does that?

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium."

Trustpilot review from Kevin

★★★★

Check Coverage

TASHI

Location: US + Remote
Touch Point: UIUX - 360 Branding

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
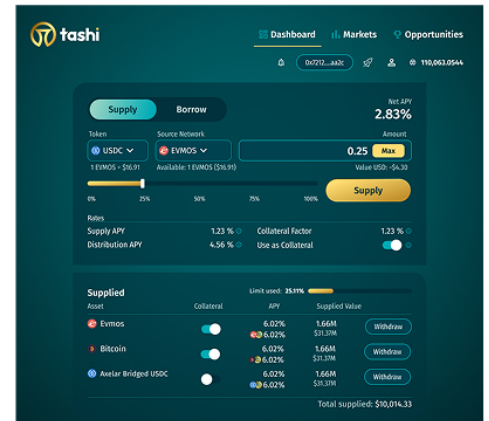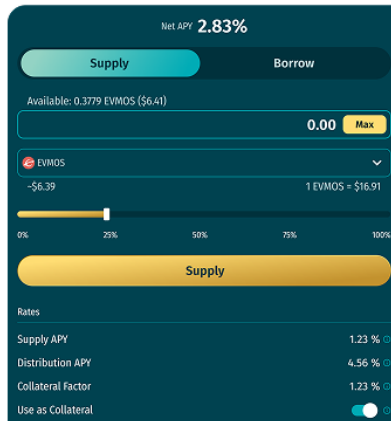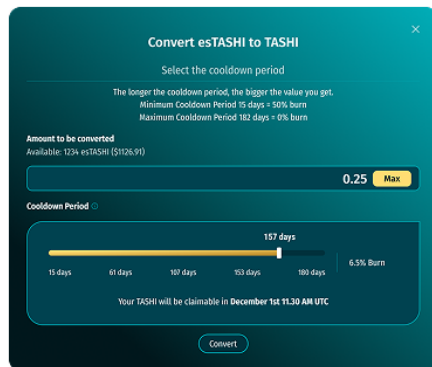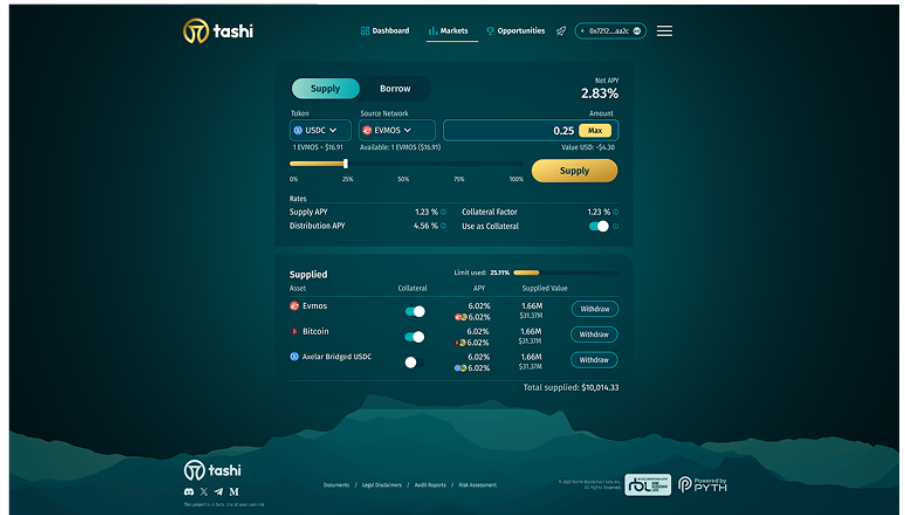
ROME BLOCKCHAIN LABS

Location: Miami + Calgary + Remote

Touch Point: 360 Campaign + Digital

this is the list what ive done:

360-Degree Campaign Design

Cross-Channel Collaboration

Multi-Platform Asset Creation

Interactive Content

Event Branding

Data-Driven Design
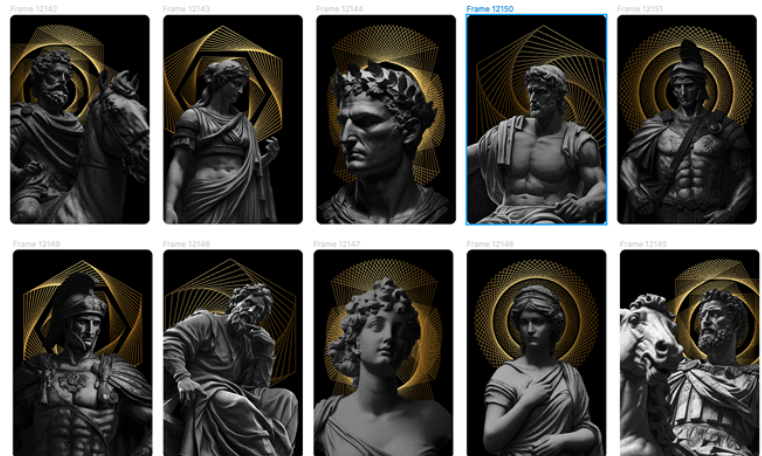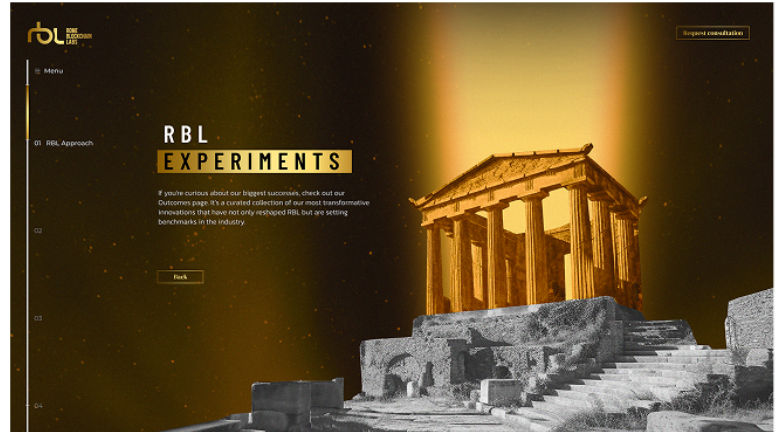
STUDY SMARTER

Location: Munich

Touch Point: Branding and Illustration

StudySmarter is a learning platform to empower students to achieve their educational goals.
As a graphic designer on an educational app, I would design an intuitive UI/UX, engaging visuals, and interactive elements to enhance learning.

studysmarter.de
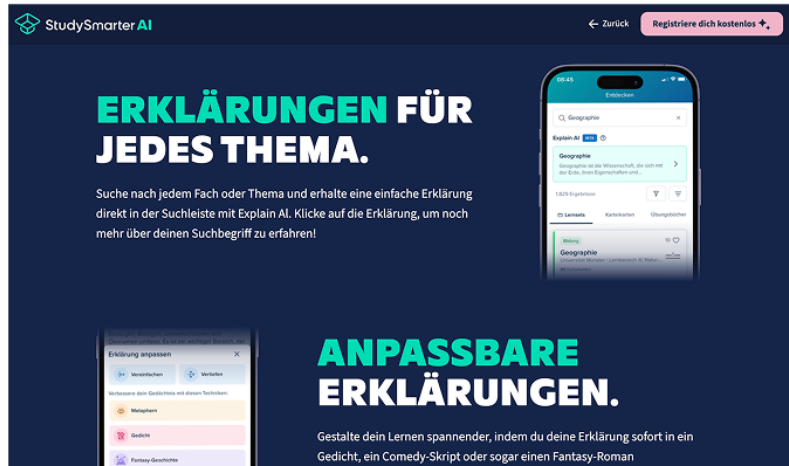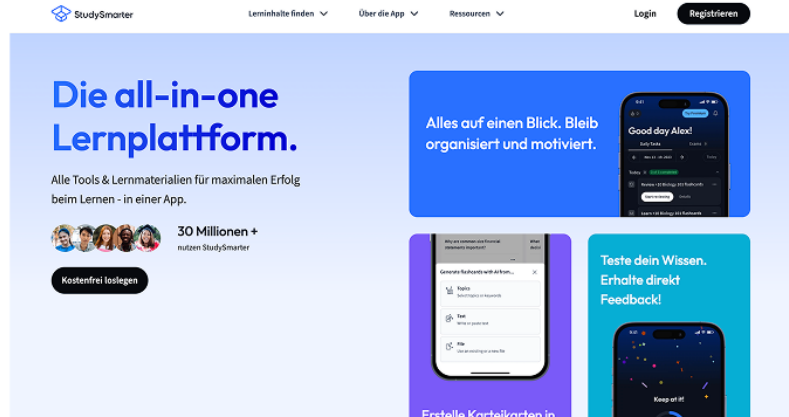
PAWAPAY

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.

pawaPay

Products   Pricing   Plans   Developers   Contact   Login   Create Account

pawaPay provides the complete solution for mobile money

Grow your business with frictionless access to over 218m customers in 13 countries. With just one integration, you can manage everything from a single portal and enjoy consolidated treasury, resulting in the lowest overhead for managing mobile money.

Create account

€ 13,121,990

€ 180,484

Payment completed

Brightspeed

Location: Remote

Touch Point: Branding & Social Media

it's always tough to walk away from great projects. magic happens when client and agency align and embrace bold moves. i had the pleasure of working with an amazing team on brightspeed's social media campaigns, refining their brand guidelines, creating storyboards, overseeing brand photoshoots, and shaping their latest ad campaign.
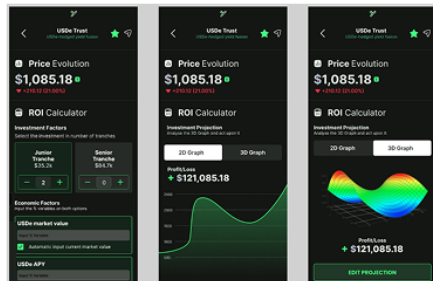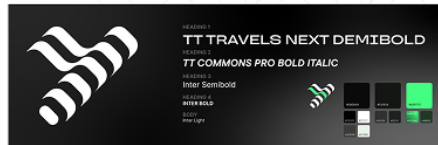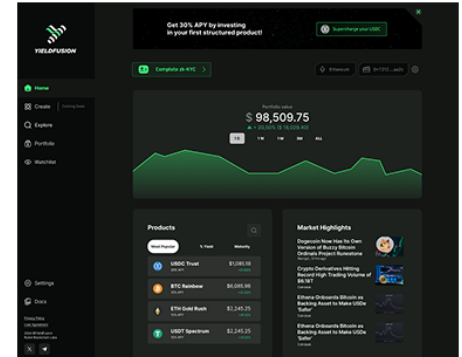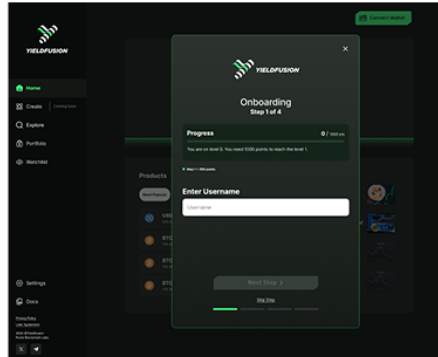
YIELD FUSION

Location: Miami + Calgary + Remote
Touch Point: Branding, UIUX, Marketing

YieldFusion, leverages the novel DN-404 standard, bridging the gap between the versatility of non-fungible tokens (NFTs) and the liquidity of fungible tokens (ERC-20), to create a suite of dynamic structured yield products.

yieldfusion.io
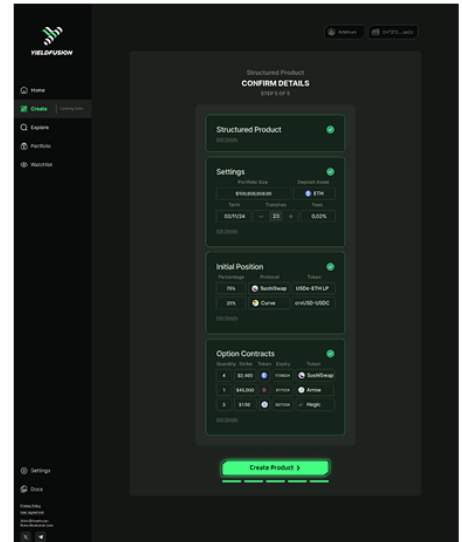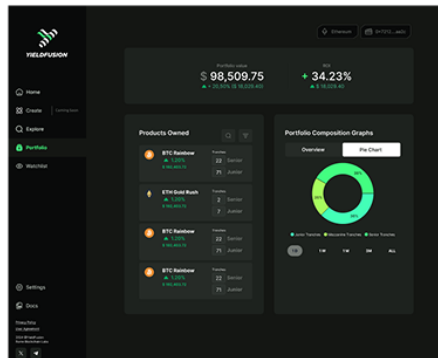
CRYPTO SHOW

While formal design is my expertise, illustration and mad, fun illustration style is also what i love to do. Here are some of my design that i think also need some exposure!