

Hi, I am  
**Ryan**

-  
a design & art director  
an all-round 360 designer

-  
a product and visual designer  
an average drummer

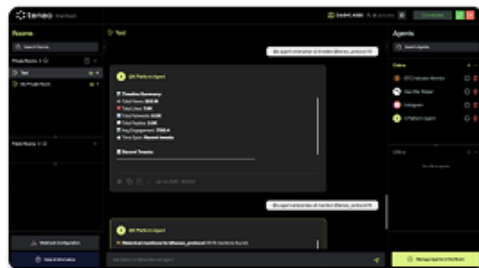


# Teneo Protocol

**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.





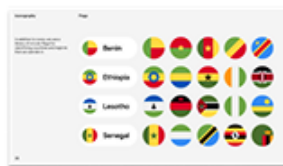
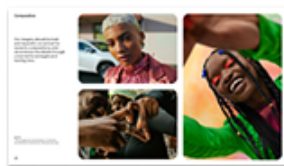
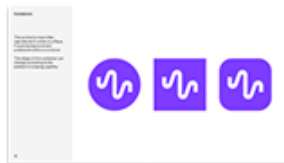
# PawaPay 2026

**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 2024


Touch Point: Presentation

Technology



Leading mobile money FSP in Africa - a fundamental part of the African digital financial ecosystem

Africa is a megatrend



**Business growth**  
In 2023, 1/3 of the world's fastest growing economies were located in Africa.

**Consumer spend**  
Consumer spending in Sub-Saharan Africa is forecast to grow 4.8% in 2023.

**MSB populations**  
A quarter of the world population will live in Sub-Saharan Africa by 2050.

World-class support and customer satisfaction



MSB Account  
24/7 Customer Support  
Robo-Advisors  
24/7 Customer Support  
Instant Loan Repayment


Mobile money is digitizing payments and commerce across Africa

Market Penetration %



3% Credit Card  
18% Debit Card  
60+% Mobile Money

Mobile money is simple, secure, and proven




**Simple**  
Easy mobile transactions, boosting accessibility in underserved populations.

**Secure**  
Strong encryption and authentication protect against fraud.

**Proven**  
Widely adopted and reliable globally, driving financial inclusion.

Mobile money is digitizing payments and commerce across Africa




1 billion+ active mobile money accounts in Africa

1 billion+ transactions (daily, monthly, quarterly, annual) with mobile money

1 billion+ digital bank accounts (opening in 2023)

pawaPay

Investor presentation



Name and date

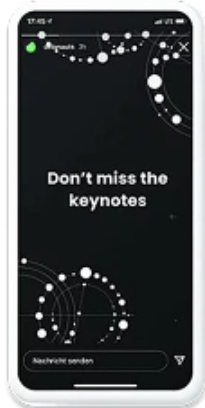
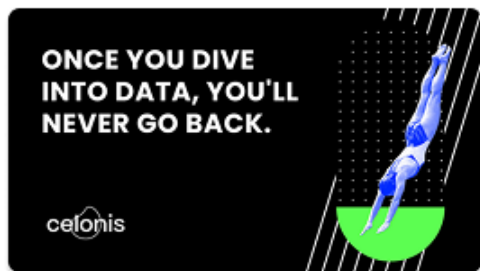
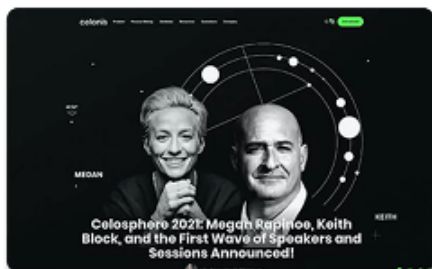
# Celonis

**Location:** Munich, Germany

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

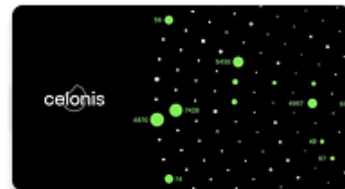
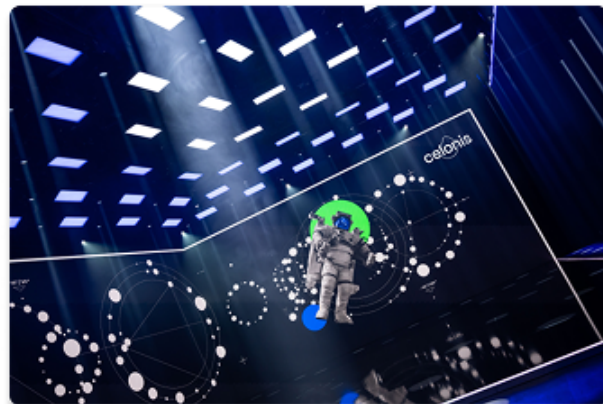
Its really overwhelming and im not sure where to start with this masterpiece. What i can say is this is what happen when i have a freedom of creativity. From branding, marketing design to event.. I love this baby!

celonis.com



# Celonis Expo

Touch Point: Presentation



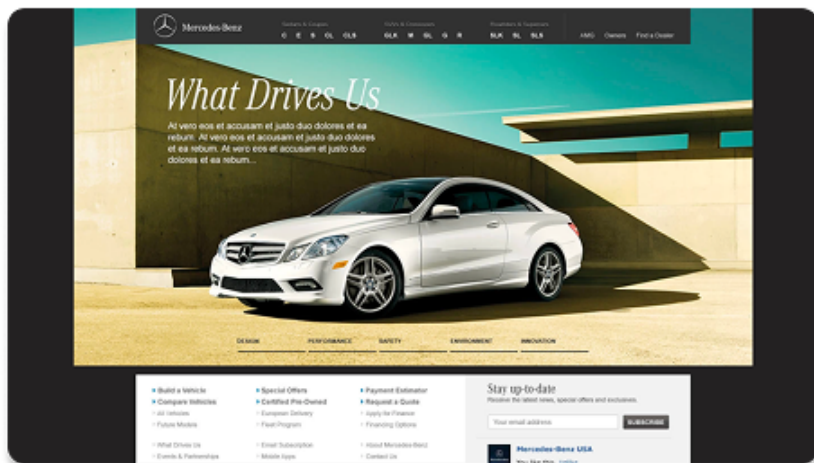


# Mercedes-Benz

**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.

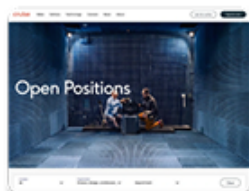
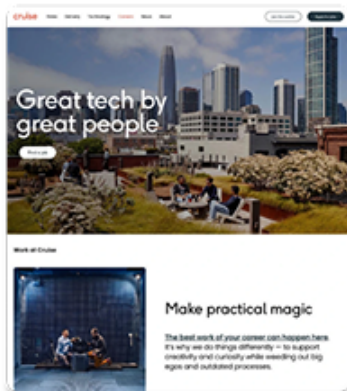


# CRUISE

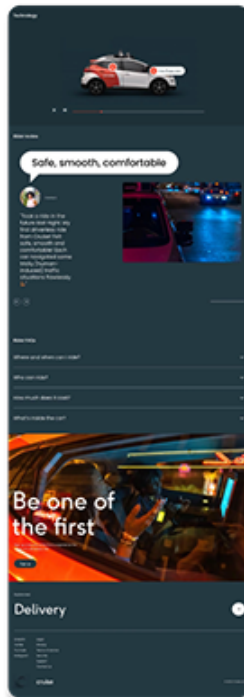
**Location:** Remote

**Touch Point:** 360 branding

The first self-driving service car wanted a fresh look that reflected its bold, elevated, and light personality. I helped redesign their web experience, applying their brand colors across reusable modules that maintained a cohesive feel while avoiding repetition, creating a dynamic and engaging web presence.



## GET CRUISE.



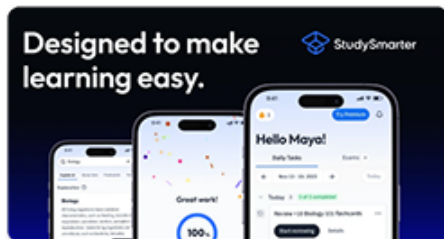
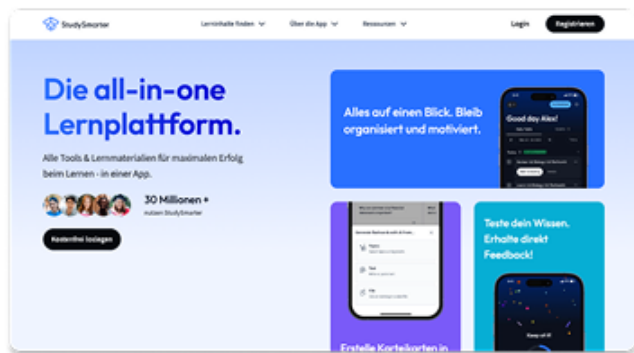
# Study Smarter

**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

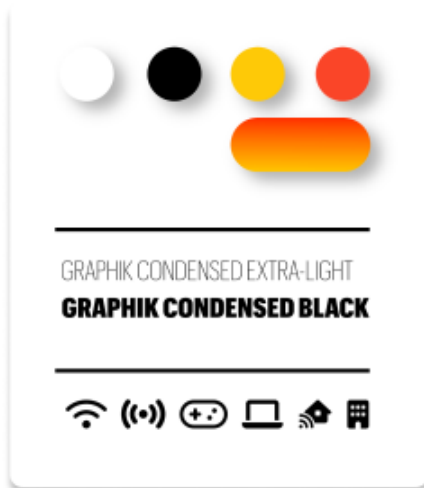
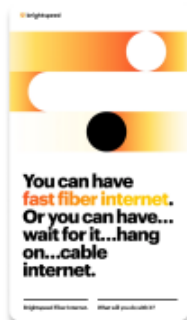


# Brightspeed

**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.





# 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.

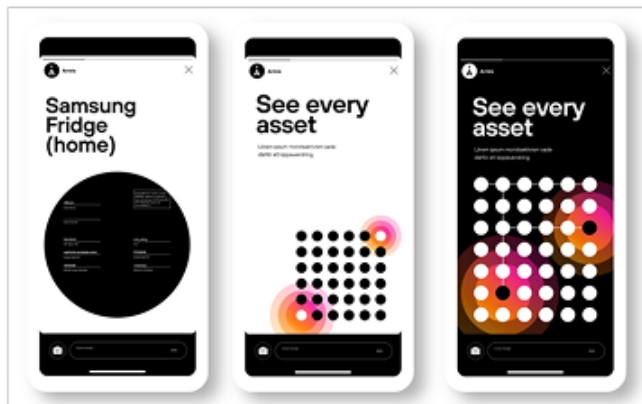


# ARMIS

**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.



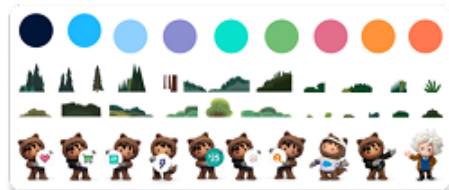
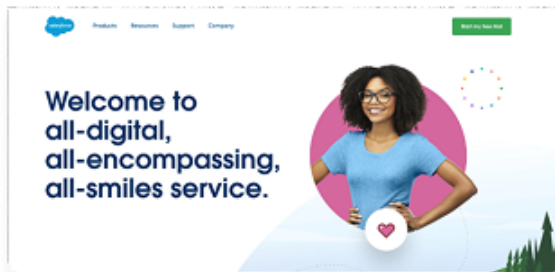
# Salesforce

**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



# 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.

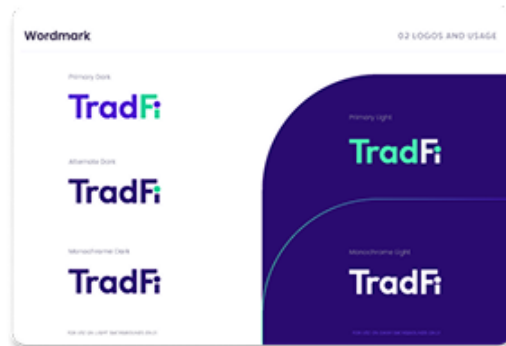
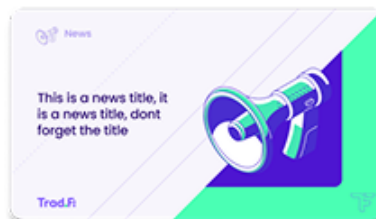
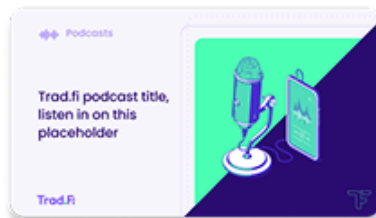
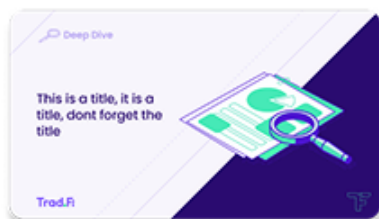


# Trad.fi

**Location:** Remote

**Touch Point:** Branding, Marketing,

TradFi is a modern financial brand that transforms complex ideas into clear, intuitive experiences. Through a bold yet minimal visual system, the identity balances trust and innovation, creating a cohesive presence across digital, print, and interactive touchpoints.

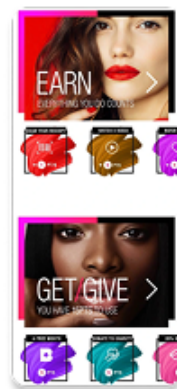
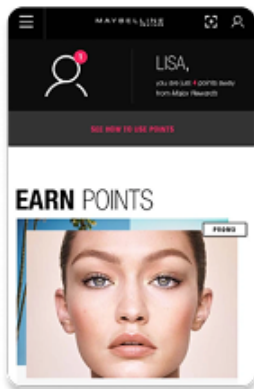
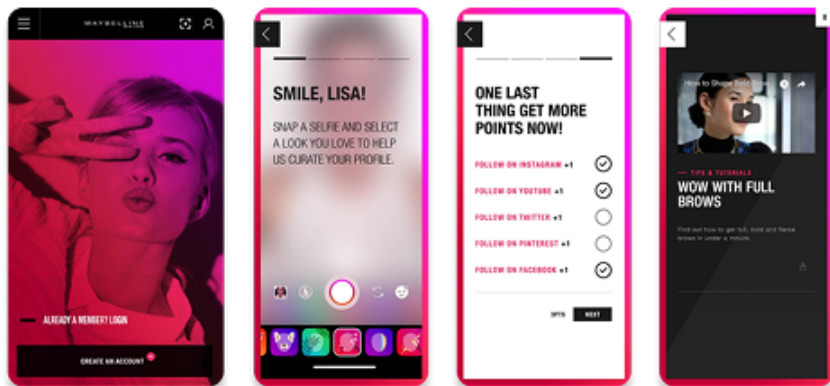


# Maybelline

**Location:** Remote

**Touch Point:** App Design

I designed Trad.fi, a Bitcoin-backed fintech platform, leading end-to-end product design across web and mobile. I focused on creating clear, intuitive UX and visual systems that simplify complex crypto and lending workflows while building trust and usability for modern financial products.



# NUSA CAÑA

**Location:** Melbourne + Bali

**Touch Point:** 360 Branding

when Nusa Cana came to me with 3 different cultures as their background i was so thrilled! How to represent Bali, Hongkong and Melbourne as a brand?

as you can see!



# MRS SIPPY

**Location:** Bali

**Touch Point:** Off and On-Line

Being a Mediterranean-inspired oasis, Mrs Sippy is Bali's local haven for anyone in pursuit of sun, sand, salt, and good times. I helped Mrs Sippy to create a series of digital posters as promotional tools. The goal was to design posters that sends a genuine experience to the audiences.



# 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.

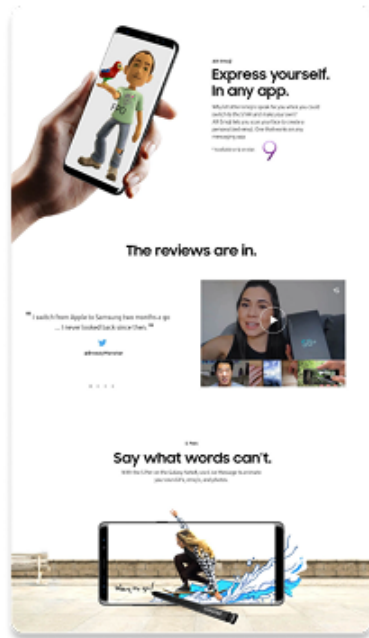
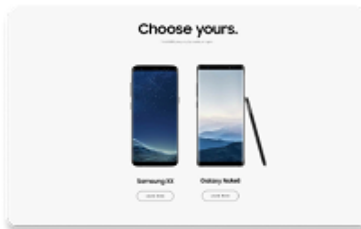
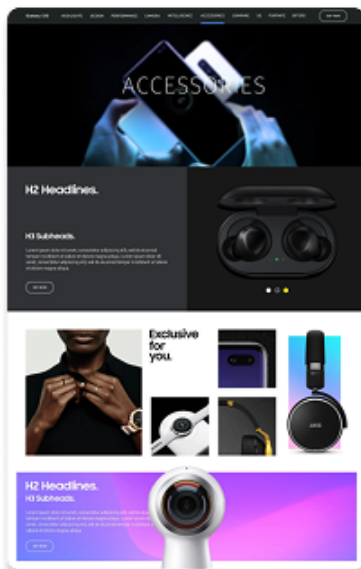
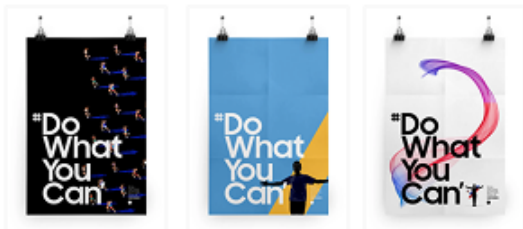


# Samsung

**Location:** US + Remote

**Touch Point:** Digital + TV + Print + Branding

I had the exciting task of working on the branding for Samsung's Olympic Games tagline, "Do What You Can't," along with other brand properties, including the 2019 site and various product launches.



# 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!

