

# RYAN ARANTES

## ABOUT ME

Augsburg - Germany

P : +49 176 3177 2251  
E : arantes1804@gmail.com  
W : www.ryanarantes.com



## SUMMARY

Hi, I'm a Creative + Designer specializing in Brand Design, Design System Architecture, Product & Creative Strategy Solutions. I craft impactful brand experiences using innovative media and cutting-edge tech to deliver projects that are unique, engaging, and timeless.

## CURRENT PROJECT

### Teneo-Protocol.ai

**360 Designer - Product & Brand**  
Mar 2025 - present  
(Part-Time)

Austria, Germany

#### Marketing & Product Design

- Directed Rebranding identity, messaging, and visual strategy. Designed web platform UI/UX and user flows.
- Oversaw website, dashboards, campaigns, video, and content design.

### PawaPay.io

**Lead Designer - Product-Led Growth**  
Jul 2022 - Apr 2026

UK, Africa, Europe,  
Remote

#### Marketing & Brand

- Designed landing pages and campaign experiences aligned with product goals.
- Produced growth assets for digital marketing channels.
- Ensured visual consistency across product and marketing touchpoints.

#### Product Design

- Designed user journeys, onboarding flows, and in-product experiences.
- Created wireframes, prototypes, and high-fidelity UI.
- Collaborated with product director and engineers for development.
- Improved user engagement through iterative design and testing.

## COURSE & EDUCATION

**AI for Visual Design Course**  
DesignLab  
Apr 2025

**AI for Design System**  
DesignLab  
June 2025

**Bachelor of Arts**  
Design & Visual Communication  
San Francisco State University

**Bachelor of Engineering**  
Electrical Engineering  
University of Trisakti

## SKILLS

### Product & UX Design

- User research & usability testing
- Interaction design
- Information architecture
- Wireframing & prototyping
- Design systems
- Product strategy
- Growth design

### Branding & Marketing Design

- Brand identity & visual systems
- Campaign design
- Digital advertising assets
- Social media design
- Content design
- Art direction
- Storytelling & messaging

## TOOLS

- Figma
- Adobe CC, Affinity Designer
- Framer, Webflow, Builder, Wix
- Asana, Jira, Notion, Miro
- Lottie, Jitter, Adobe Express
- Google Workspace
- Marketing and growth tools
- and Most AI LLM & vibe coding and creative model.

# RYAN ARANTES

## PAST

**Romeblockchainlabs.com**

**Senior Designer, Marketing and product**

Mar 2021 - Mar 2025  
(part-time)

USA, Finland, Remote

**Studysmarter.de**

**Senior Graphic Designer**

Mar 2021 - Dec 2022  
(Contract - part-time)

Germany, Remote

**Alasco GmbH**

**Senior Graphic Designer Marketing**

Jan 2020 - Jan 2021

Munich, Germany

**Havas**

**Art Director Allround creative**

Jul 2015 - Dec 2019

USA & Remote

### Lead Product & Brand Designer

- Led end-to-end design for Sceptre, a liquid staking product on the Flare Network (Rome Blockchain Labs Sub-business)
- Directed brand identity, visual system, and product experience
- Designed website, dashboards, and user flows
- Produced marketing assets and launch materials across digital channels
- Collaborated with cross-functional teams within Rome Blockchain Labs

### Senior Designer Contract Based

- Designed product illustrations, UI components, and marketing assets.
- Collaborated with product teams on user-facing features.
- Supported brand consistency across product touchpoints.
- Delivered assets for campaigns and product launches.

### Marketing Team Graphic Designer

- Graphic designer for marketing design across digital channels.
- Created visuals for campaigns, web, and sales materials.
- Ensured strong, consistent brand presence.
- Supported launches and go-to-market activities.

### Brand Specialist Creative and Art Director

- Led creative direction for global brands including Mercedes-Benz, Rolex, Apple, Nike, and Samsung.
- Designed integrated campaigns across digital and print.
- Delivered brand experiences, advertising concepts, and interactive assets.
- Collaborated with strategy, media, and production teams.

## FREELANCE PROJECT

- **Nusantara Cannes Award Winner AI Movie 2025**  
Creative Consultant
- **Celonis.com (Germany)**  
Re-Branding, Marketing & Event.
- **Vans Europe**  
E-Commerce Ads designer.
- **Rokker (Switzerland)**  
Video Ads Producer
- **Mengejar Ombak Surf Documentary**  
Film Producer

## AWARDS

**Cannes Movie Fest**  
2025 Best Documentary Award  
Winner AI Categories

**99Awards**  
People's Choice 2020  
Best Branding Design

**Dezeen Awards**  
People's Choice 2019  
Graphic Design

## REFERENCES

Heiti Allak, Product Director  
(Heiti.Allak@pawapay.io)

Linda Gruber, Head of Marketing  
(Linda@teneo.pro)

Ceara Crawford, Marketing Director  
(Ceara@romeblockchain.com)

Alexander Szul, CEO  
(Alex.szul@romeblockchain.com)

[www.ryanarantes.com](http://www.ryanarantes.com)