

RYAN ARANTES

ABOUT ME

Augsburg - Germany
Sliema - Malta

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SUMMARY

Multidisciplinary designer with 8+ years of experience across product design, branding, and marketing. Specialized in creating cohesive end-to-end user experiences — from product interfaces to brand systems and growth campaigns. Proven track record working with startups, fintech, blockchain, SaaS, and global agencies to deliver impactful digital products and high-performing marketing assets.

CURRENT PROJECT

Teneo-Protocol

**360 Designer -
Product & Brand**
Mar 2025 - present
(part-time)

Austria, Germany

PawaPay.io

**Lead Designer -
Product-Led Growth**
Jul 2022 - present
(70%)

UK, Africa, Europe,
Remote

Product Design & Marketing Growth

- Designed web platform UI/UX and user flows.
- Oversaw website, dashboards, campaigns, video, and content design.
- Managed cross-functional creative team.
- Directed brand identity, messaging, and visual strategy.

Product Design

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

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.

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, Framer, Webflow, Builder, Asana, Jira, Notion, Wix, Lottie, Jitter Google Workspace, Marketing and growth tools and Most AI vibe coding and creative model.

CREATIVE DIRECTOR, 360 DESIGNER UI/UX, PRODUCT & MARKETING

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PAST

Rome Blockchain Labs

Senior Designer, Marketing and product

Mar 2021 - Mar 2025
(part-time)

USA, Finland, 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

Studysmarter.de

Senior Graphic Designer

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

Germany, Remote

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.

Alasco GmbH

Senior Graphic Designer Marketing

Jan 2020 - Jan 2021

Germany, Remote

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.

Havas

Art Director Allround creative

Jul 2015 - Dec 2019

USA, Remote

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)

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