

# RyanWilliamStirtz



# WorkSamples

## ABOUT THIS DOCUMENT

Each of the following slides represents a creative category I've worked on throughout my career. I've added bullet points under each category paired with some of my favorite visual examples. If you'd like to learn more about any of the content shown, please let me know — I'd love to tell you about it!


Thanks for taking a look,

*Ryan*

# Digital Ad Creation


- Display Ads
  - Multiple sizes
  - Static/animated
- Social Ads
  - LinkedIn
  - Facebook
  - Instagram

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FOR MODERN  
COMMUNICATORS**



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OR FUMBLE?**  
How Super Bowl LIII Advertising  
Impacted Brand Sentiment



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**SUMMIT 2019**  
APRIL 24-25<sup>TH</sup>  
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**OSIsoft.**  
T&D USERS  
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September 20-22  
New Orleans, LA

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**41%** of women look up email  
promotions during in-store visits



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**Euclid  
analytics**

**Vanta** The fastest path to SOC 2 compliance

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MORE**

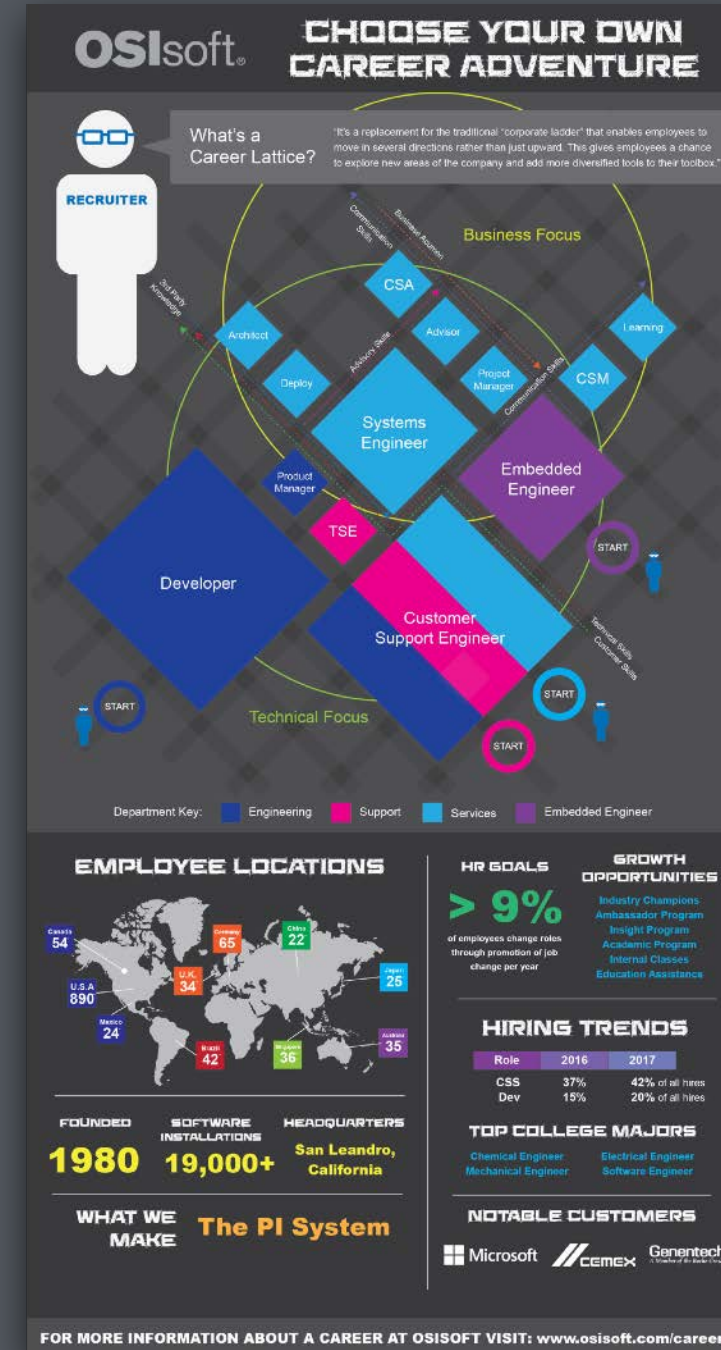
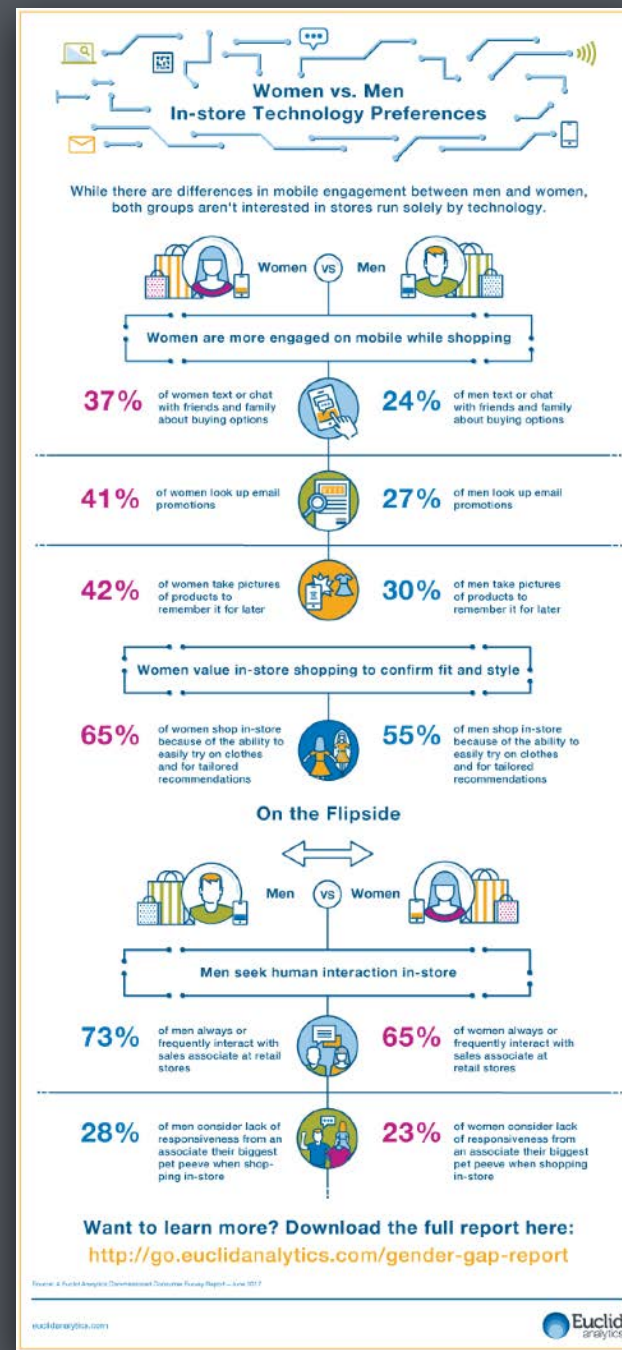
# Web Banners / Images

- Landing Pages
  - Multiple sizes
  - Static/animated
- Blog posts
  - Featured images
  - Body graphics
- Email assets
  - Header images
  - Body graphics/CTAs
  - Email signatures



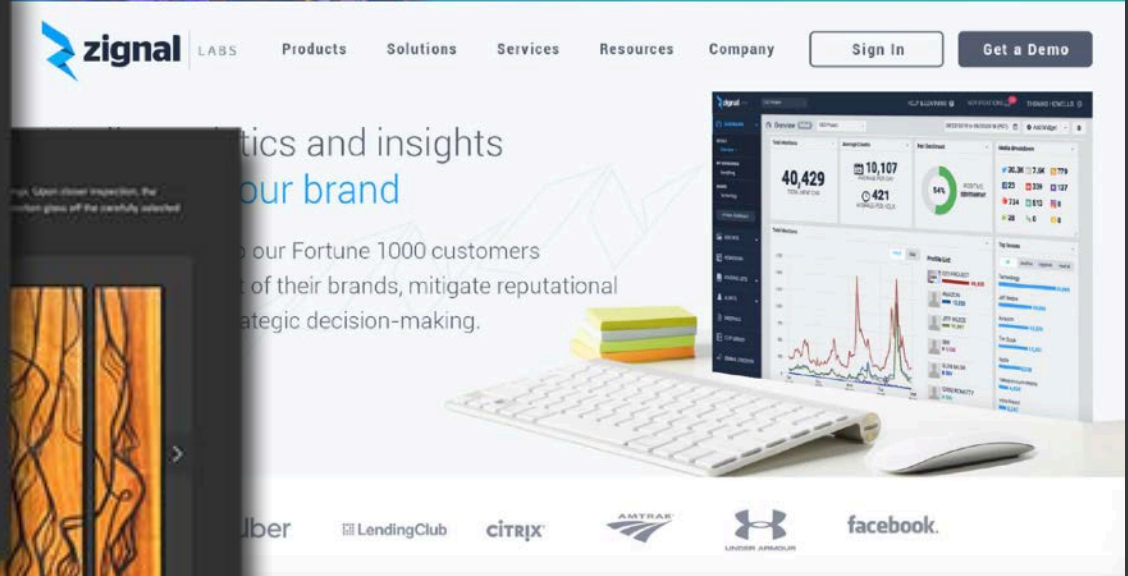
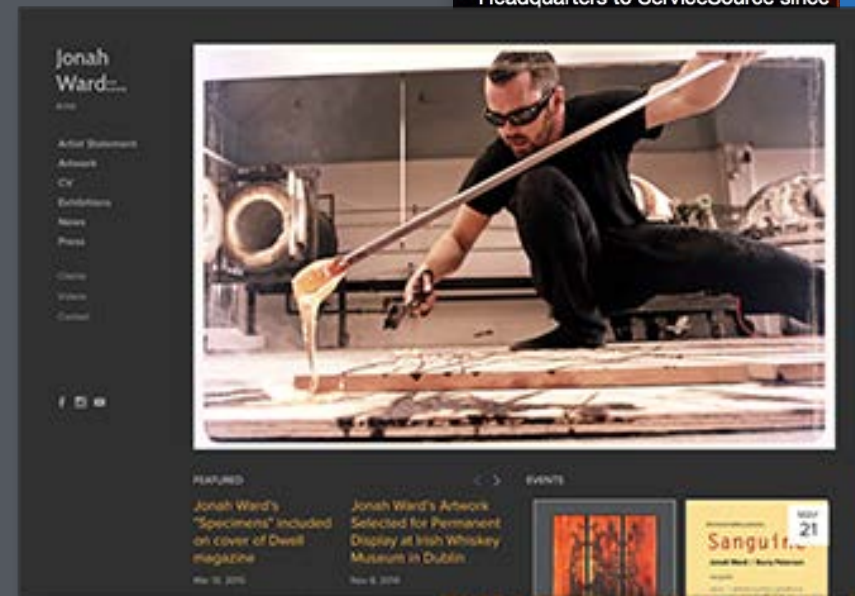
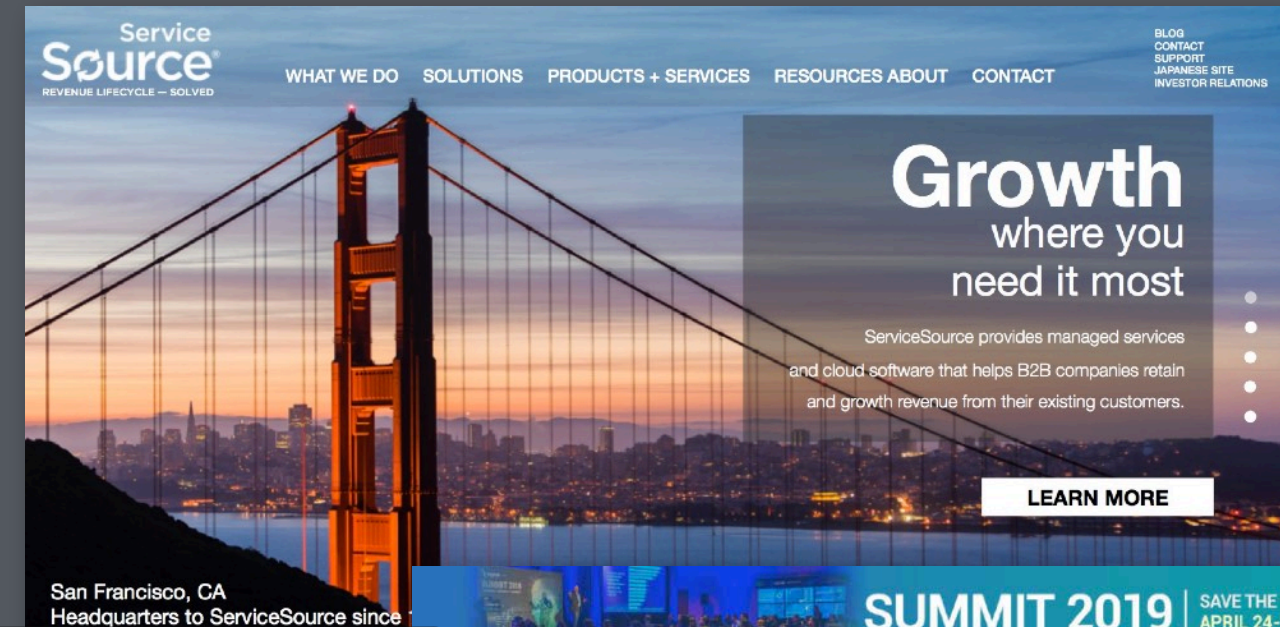
# Infographics

- Digital and Print output
- Multiple styles
- Storyboarding
- Clear CTA



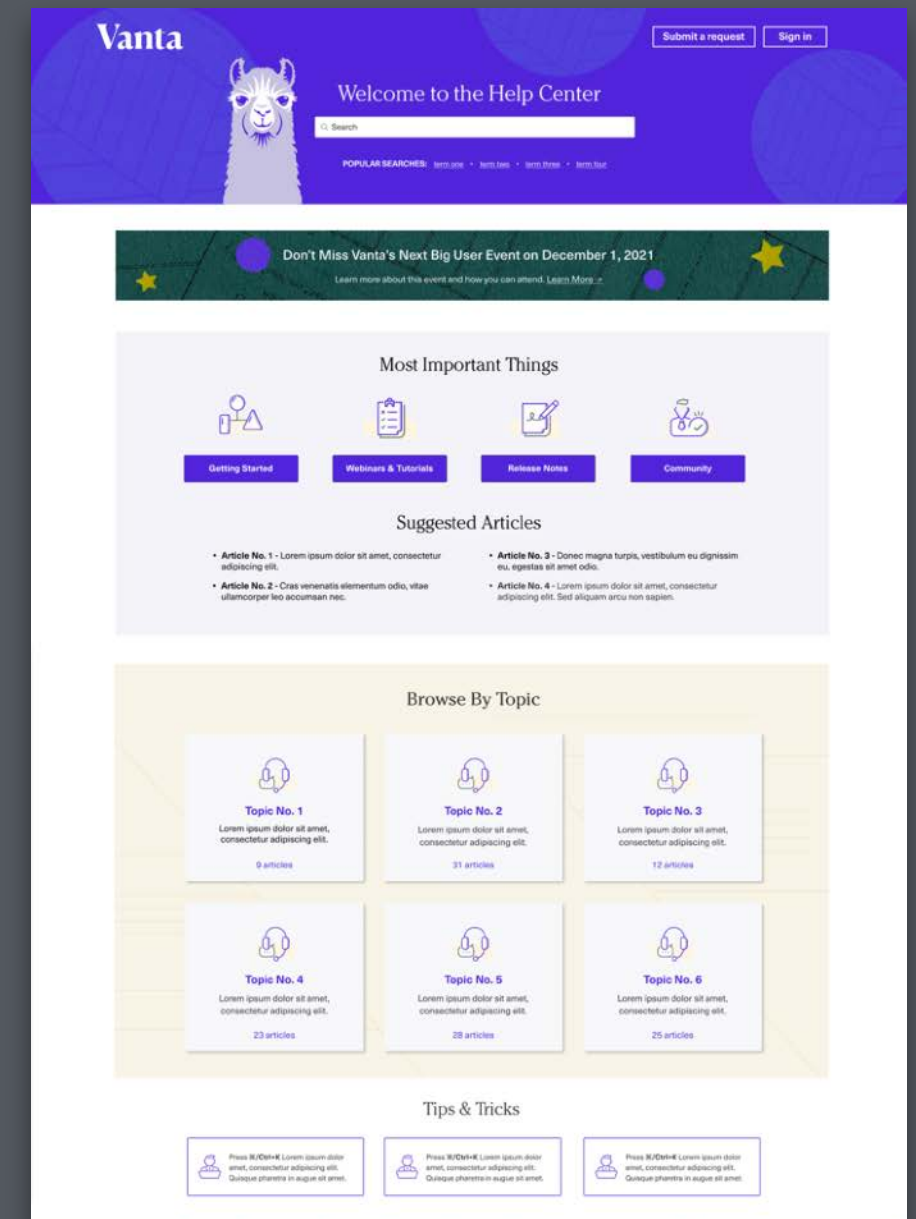
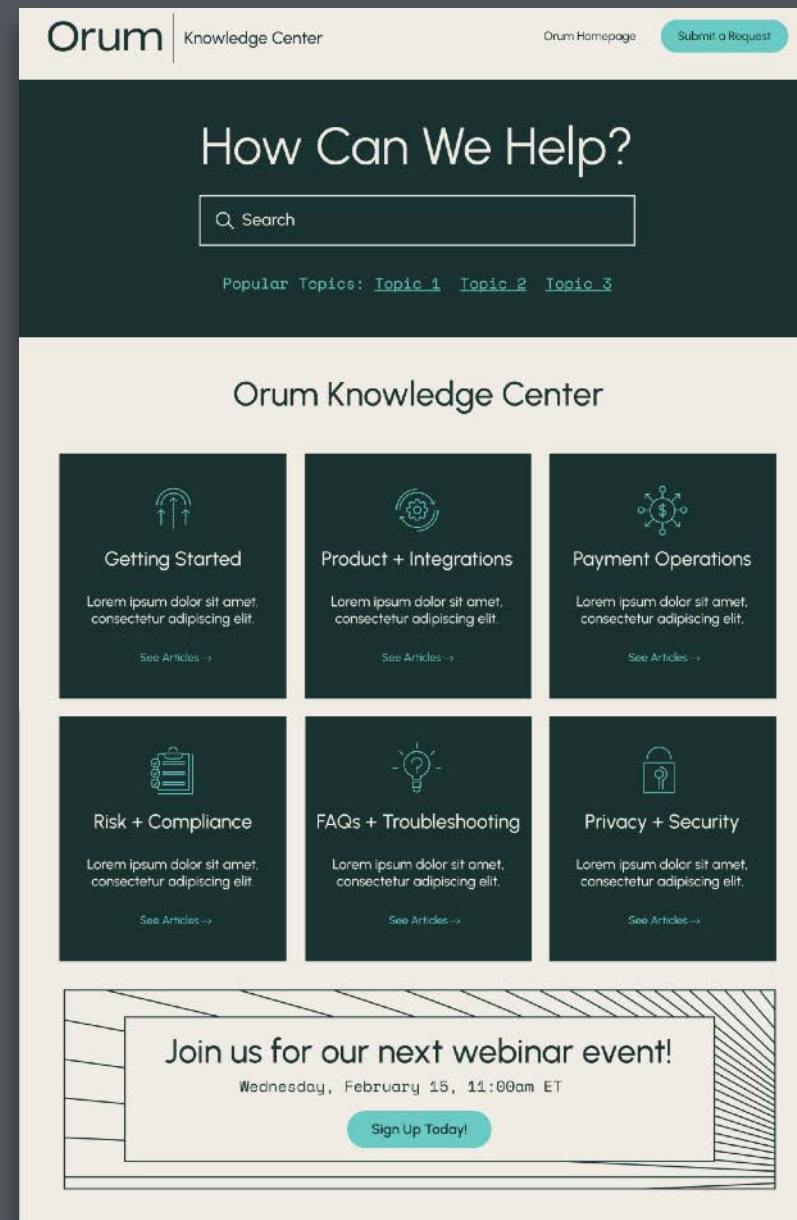
# Website Design

- UI Mock-ups
- All Design assets
- SEO
- Multiple Platforms
  - Wordpress
  - Webflow
  - Drupal
  - Squarespace



# Support Site Design

- Zendesk layouts
- UI mock-ups for home/internal pages
- All design assets, iconography
- Back-end development
- QA/Testing



# Logo Design

- Company logos
- Themed Event logos
- Internal Program logos
- Logo Lock-ups
- Monograms
- Favicons





# Brand Development

- Cohesive assets
- Guidelines documentation
- Social Platform branding
- Internal tool branding
- Packaging
- Physical location

**signal LABS**  
Corporate Brand Guidelines

Minimum size of the logo

1 Don't omit the "LABS" portion of the logo.  
2 Don't stack the logotype on top or below the bolt monogram.  
3-4 Don't increase or decrease the size of the bolt monogram.  
5 Don't stretch or condense the logo.  
6 Don't use monotone colors other than specified.  
7 Don't put the logo on busy images.  
8 Don't put the logo on colors that severely limit the contrast of the type or the colors in the bolt monogram.  
9 Don't rotate or skew the logo in any way.

Signal Brand Guidelines - Fall 2018 | 5

C	M	Y	K	R	G	B	HEX
0	73	100	0	255	69	0	F48223
0	31	61	1	252	175	23	F0A817
100	0	1	39	0	166	165	00A6A5
76	37	0	26	45	119	189	2D77BD
7	2	0	27	173	182	186	A9A9A9

Combine two colors from either the primary or secondary palettes are acceptable as background design.

Signal Brand Guidelines - Fall 2018 | 6

# Corporate Collateral

- Product Briefs
- Whitepapers
- Company Overviews
- Datasheets
- One-pagers
- Etc.

**Signal Labs**  
Solution Brief  
Brand Management  
*Drive recognition and loyalty to build an influential brand*

In today's always-on media environment, where your company's reputation is constantly on display to the world, your corporate brand is a critical asset that can have a profound impact on your business.

Today's successful brands are shaped not just by financial stability and external market factors, but also by their willingness to embrace and address issues that the public holds in high regard – sustainability, social responsibility, diversity and ethical sourcing, among other purpose-driven topics.

### Going Beyond

Modern Communications and PR leaders, who must be completely connected to the breadth of social media networks and the always-on news cycle need to go beyond simply sharing and reacting to news. You must have a solution that allows you to be proactive and predictive as you build your company's brand.

Signal's Brand Management solution continuously scans the entire media spectrum, instantly surfacing the issues and insights that matter most to your brand, strengthening the context of social media data around trending topics and giving you the power to interpret and act upon every brand building opportunity more intelligently.

**Key Benefits**

- ▶ Quickly understand and act on the severity of any given situation with real-time data
- ▶ Put out fires before they spread, or prevent them from happening before they even start
- ▶ Stay ahead of potential damage by using data-driven insights from past crises to plan effective messaging

Screenshots from the Signal Enterprise platform

Screenshots from Signal Discover

**Certain** | Certain Eloqua Edition + EventStream™  
Autonomous Event Marketing  
*Product Datasheet*

### Events Are a Critical Driver of Growth

Signals from in-person engagement are an important driver of growth for your business as according to data from Forbes, 95% of business executives believe face-to-face meetings are essential for long-term business relationships.

Due to this importance, Marketing organizations, on average, spend 18% of their budget on in-person events. Yet many marketing organizations struggle to capture and convert the buying signals from their events into real-time, targeted and engagement.

Many organizations try to solve this problem by investing in multiple point solutions to support specific parts of their event. Unfortunately, these point solutions aren't often integrated with marketing automation and require significant manual work to launch campaigns. But by the time a campaign is launched, it's already too late to engage with a timely, relevant message and a revenue opportunity has been missed.

**95%** say face-to-face meetings are essential\*

**18%** average annual marketing spend on events\*\*

### Events Need to Be Seamlessly Integrated into Marketing Automation

Leading marketing organizations are tackling this challenge by deploying an event automation platform that supports their end-to-end event programs with a native, real-time and bi-directional integration with their marketing automation platform.

Certain EventStream™ allows marketing organizations to launch highly targeted campaigns directly from Oracle Eloqua in real-time. With EventStream™ native integration, you never even have to leave the Eloqua canvas.

**Certain** | **ORACLE eloqua**

Certain is the first event automation platform to provide a complete, bi-directional application with Oracle Eloqua.

*"With Certain EventStream™ the data is loaded in real-time so we've waved goodbye to manual entry. But the real value comes from a customer experience perspective, as our marketers now get access to instant behavioral insights to have tailored conversations with our customers straight away, not days after an event has passed when conversion is less likely."*

**Helena Lewis**  
Senior Group Manager, Marketing Operations and Technology  
**NATIONAL INSTRUMENTS**

**Benefits**

- Increased Pipeline
- Happier Customers
- Improved Operational Efficiency
- Global, Enterprise Scale

**About Certain**

Certain is the leading Enterprise Event Automation platform that helps data-driven marketers and event professionals integrate rich buying signals and attendee insights into omnichannel marketing campaigns to improve sales and marketing results and deliver event ROI. Certain partners with hundreds of companies across tens of thousands of events with millions of attendees. Visit [www.certain.com](http://www.certain.com) for more information.

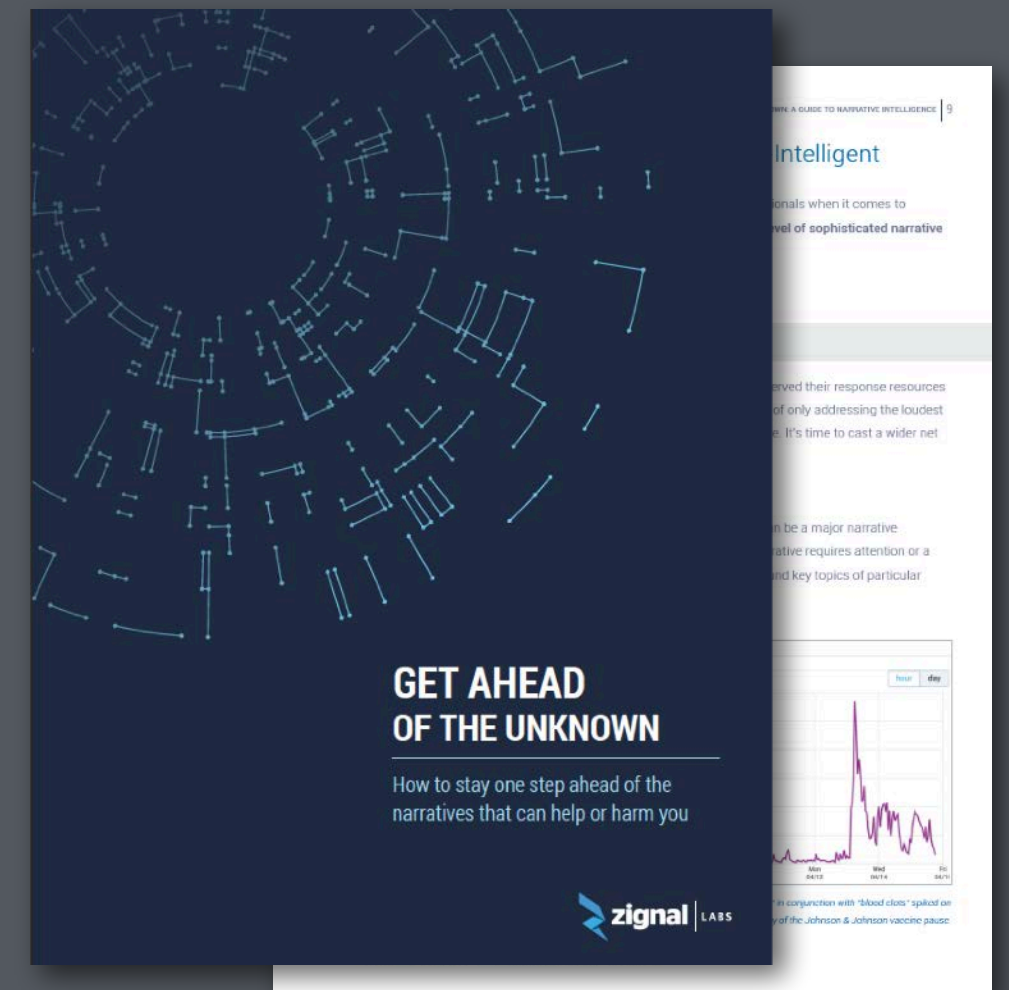
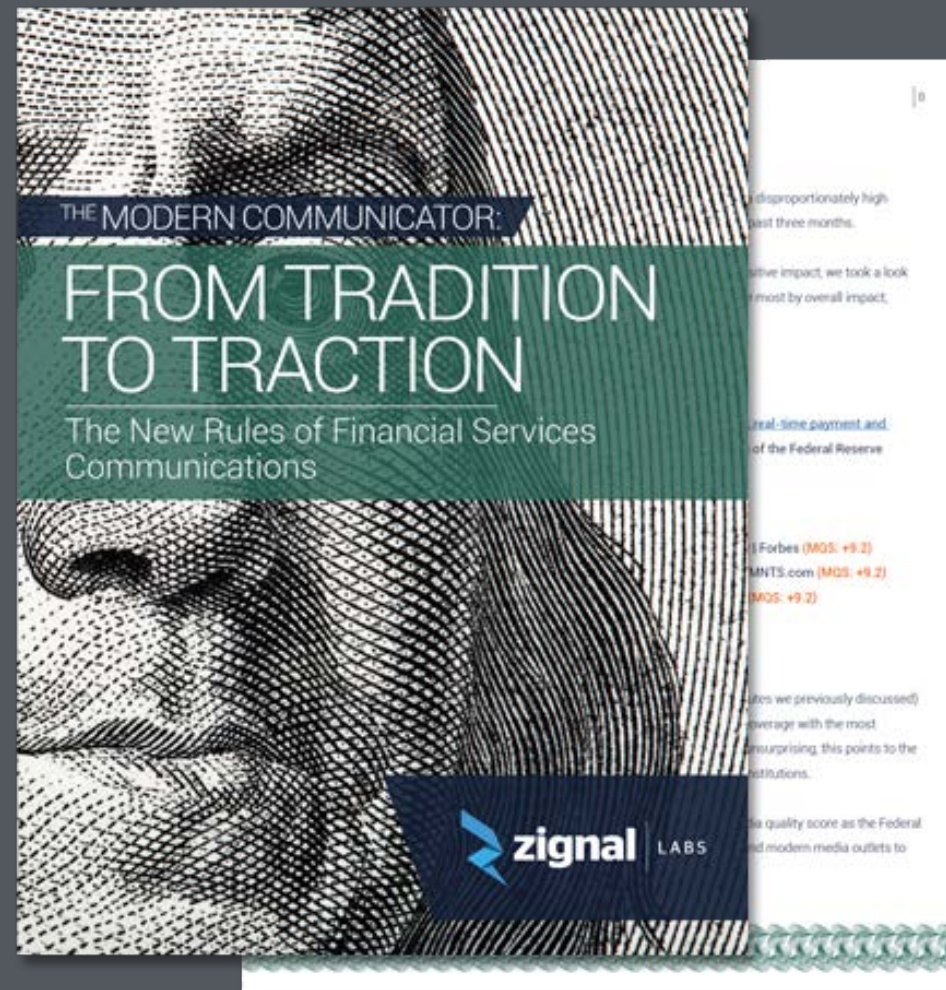
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**Certain**  
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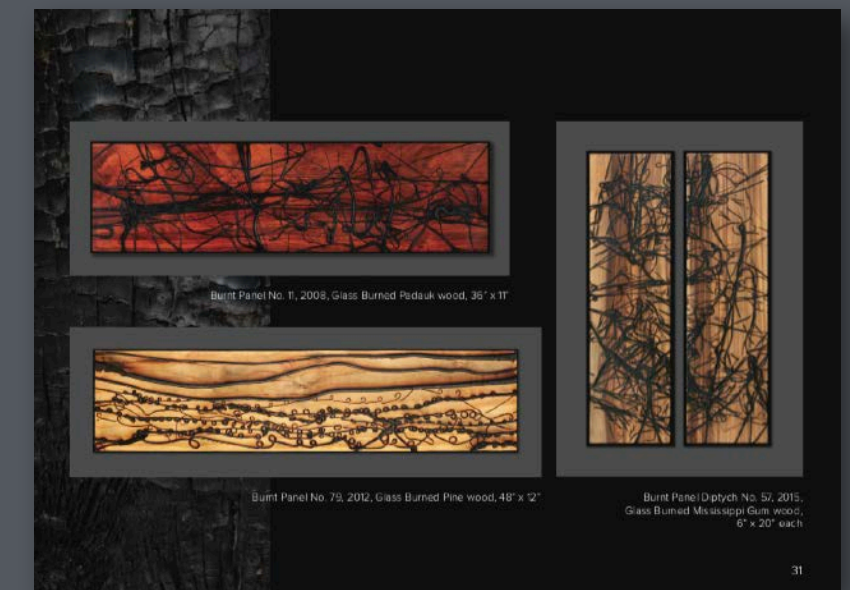
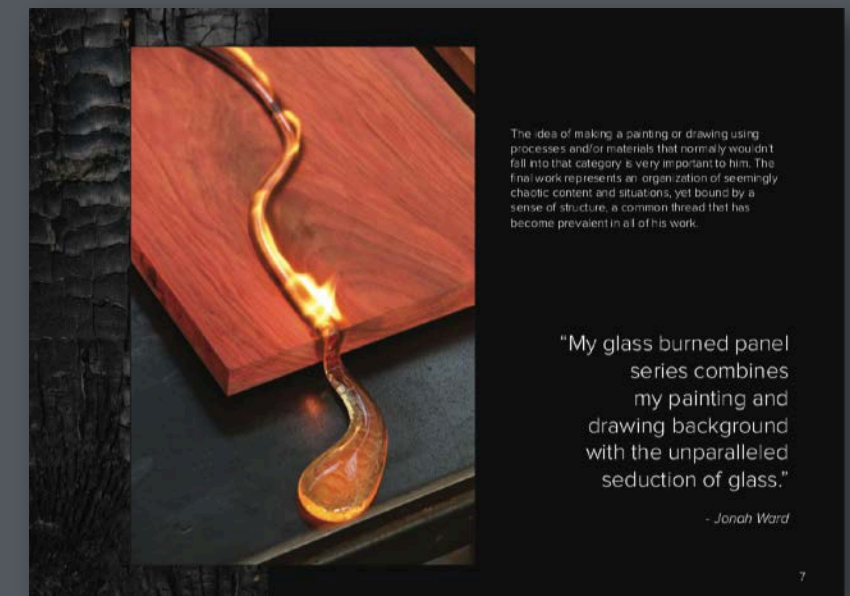
# Multi-page Reports

- Digital versions
  - eBooks
  - Interactive content
- Print versions
  - Offset printing preparation



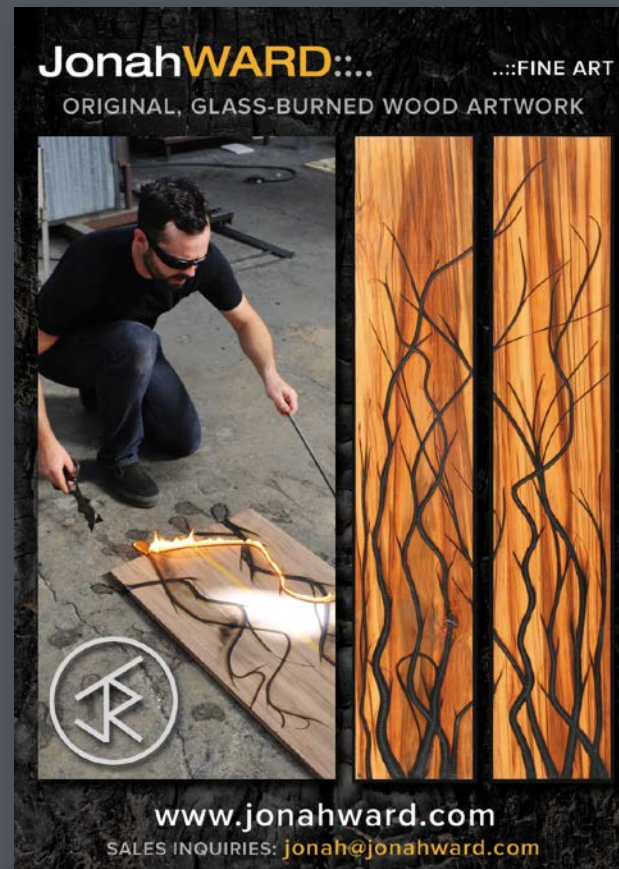
# Bounded Books

- Full design and layout
- Photography
- Copywriting
- Digital eBook conversion



# Postcards

- Multiple sizes
- Front/Back
- Glossy/Matte
- Full bleed
- QR codes
- Copywriting



## YOU ARE INVITED

The Louisville Art Association cordially invites you and your friends to the 29<sup>th</sup> Annual National Juried Fine Arts Show and Sale.

**WHEN:**  
Saturday, August 30 - September 7, 2014

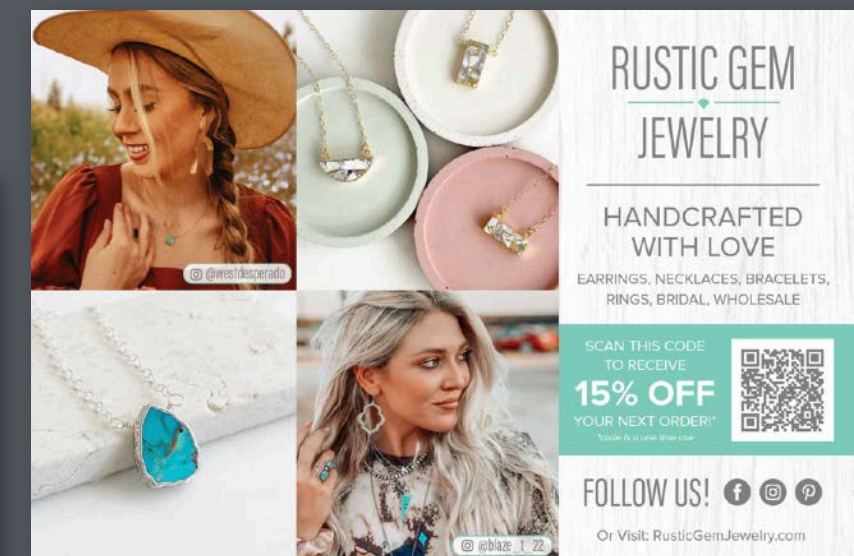
**WHERE:**  
Louisville Center for the Arts,  
801 Grant Ave., Louisville, Colorado, USA  
(in Memory Square Park)

Gallery Hours:  
4-7 weekdays, 10-4 on weekends

More info available at: [www.louisvilleart.org](http://www.louisvilleart.org)



Textured "Painting" Bark No. 9 - 36" x 36", 2013 - Artist Jonah Ward



# One Page Flyers

- Display Ads
  - multiple sizes
  - static/animated
- Social Ads
  - LinkedIn
  - Facebook
  - Instagram

**signal** LABS PRESENTS  
- A VIRTUAL TOWN HALL -  
FIGHTING AN INFODEMIC:  
LESSONS FROM PUBLIC HEALTH EXPERTS  
Wednesday, April 8th, 2020 | 11am PT/2pm ET

Featured Guest Speakers:

Dr. Joe Smyser  
Chief Executive Officer

Jennifer Granston  
Chief Customer Officer

FRED HUTCH

The COVID-19 pandemic has impacted organization distributing workforces, and enacting closures. Faced with these challenges, communicators have been forced to rethink their entire strategy.

In this **exclusive virtual town hall**, Jennifer Granston, live with public health expert, Dr. Joe Smyser, CEO of PGP, and Fred Hutch, Senior Director of Content Strategy at Fred Hutch, about how **best practices** from public health communities can help you navigate these challenges.

Join this virtual town hall

- ✓ Leverage trusted and public health communities
- ✓ Develop impactful communication programs for these uncharted waters
- ✓ Stay nimble in the fight against the infodemic

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We've found the **secret sauce** for increasing revenue retention

Scout now integrates with Marketo to nurture user adoption across the entire customer lifecycle.

Find out more on Chatter!

#Scout  
#SecretSauce

scout by ServiceSource

**ORGANIZED CHAOS**  
FINE ART BY JONAH WARD

Jonah Ward is an American-born artist raised on a historic homestead atop Foster Mountain in rural Willits, California. Surrounded by nature for most of his childhood, Jonah has channeled his upbringing and fascination with exploring different processes to create beautiful, original works of art.

Over the years, Jonah's clients have made an intrinsic connection with the artwork that he creates using natural elements such as glass, fire, paper, water, wood, waso nest paper and bark. Making these connections and bringing these natural elements into a clients' home or workplace is why Jonah loves making art.

**HIGHLIGHTS:**

- Original and unique art processes
- Large inventory of work amongst four main series
- Commissions accepted in any size, shape, color
- Art complements a wide range of interior styles from rustic to contemporary
- Art installation/delivery available
- Process demonstrations available for events
- Notable commercial clients include:
  - Restaurant at Meadowood - St. Helena, CA
  - Esperanza - An Auberge Resort - Cabo, MX
  - The Irish Whiskey Museum - Dublin, Ireland
  - Solage Resort - Carlsbad, CA


SFGATE 7x7 ca

LOG FOLLOW SOCIALLY

361-5995 Ward.com /JonahWard @JonahWard Artist Jonah Ward

# Print Ads

- Full design/layout
- Multiple sizes based on publication specs
- Camera-ready art



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Better Decisions.  
Better Outcomes.**

Police data is largely siloed and inaccessible, often leading to less favorable outcomes in daily police work. **COPLINK X** gives officers unprecedented access to richer information to drive better decisions in the field, during an investigation, or while crafting policy.

**COPLINK X HELPS LAW ENFORCEMENT AGENCIES:**

- Reduce violent crime by precisely focusing on the worst offenders
- Increase officer and community safety
- Reduce footprint in

*"The surest path to responsible data to let an agency perform better is to use Forensic Logic has mastered the art of data."*  
- Jim McDonnell, former Sheriff of Los Angeles

Learn more - [www.forensiclogic.com](http://www.forensiclogic.com)



**Thrive in the Reputation Age**

**Build Trust and Boost your Bottom Line with Zignal Labs**

In an unpredictable digital landscape, your brand reputation can change in an instant. Zignal delivers powerful brand insights mitigate fast-moving digital risks, understand your various stakeholder segments and measure the success of your communication campaigns.

Synthesize and segment your many stakeholder conversations.

**signal LABS**

UBER | LandingClub | LEVIS

**JONAH WARD**  
FINE ART

ARTWORK MADE FROM:  
GLASS BURNED WOOD  
TORCHED PAPER  
WASP NESTS

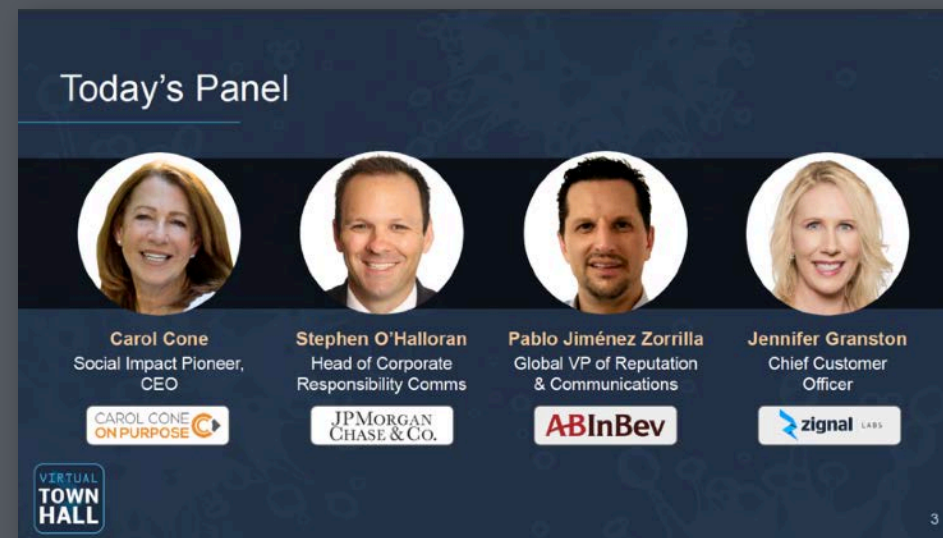
**BOOTH #263**

[www.JonahWard.com](http://www.JonahWard.com)  
[jonah@jonahward.com](mailto:jonah@jonahward.com)  
@JonahWard



# Presentation Building

- Multiple platforms
  - Google Slides
  - PowerPoint
  - Keynote
- Templates
- Animation builds
- Graphic creation / GIFs
- General clean-up





# Posters / Signage

- Multiple Sizes
- For office walls or event signage
- Printed and mounted



# OOH Billboards

- Digital
  - Static/animated
- Print
  - Single/Multiple Panels
  - All locations/sizes
  - Based on printer specifications
  - File delivery



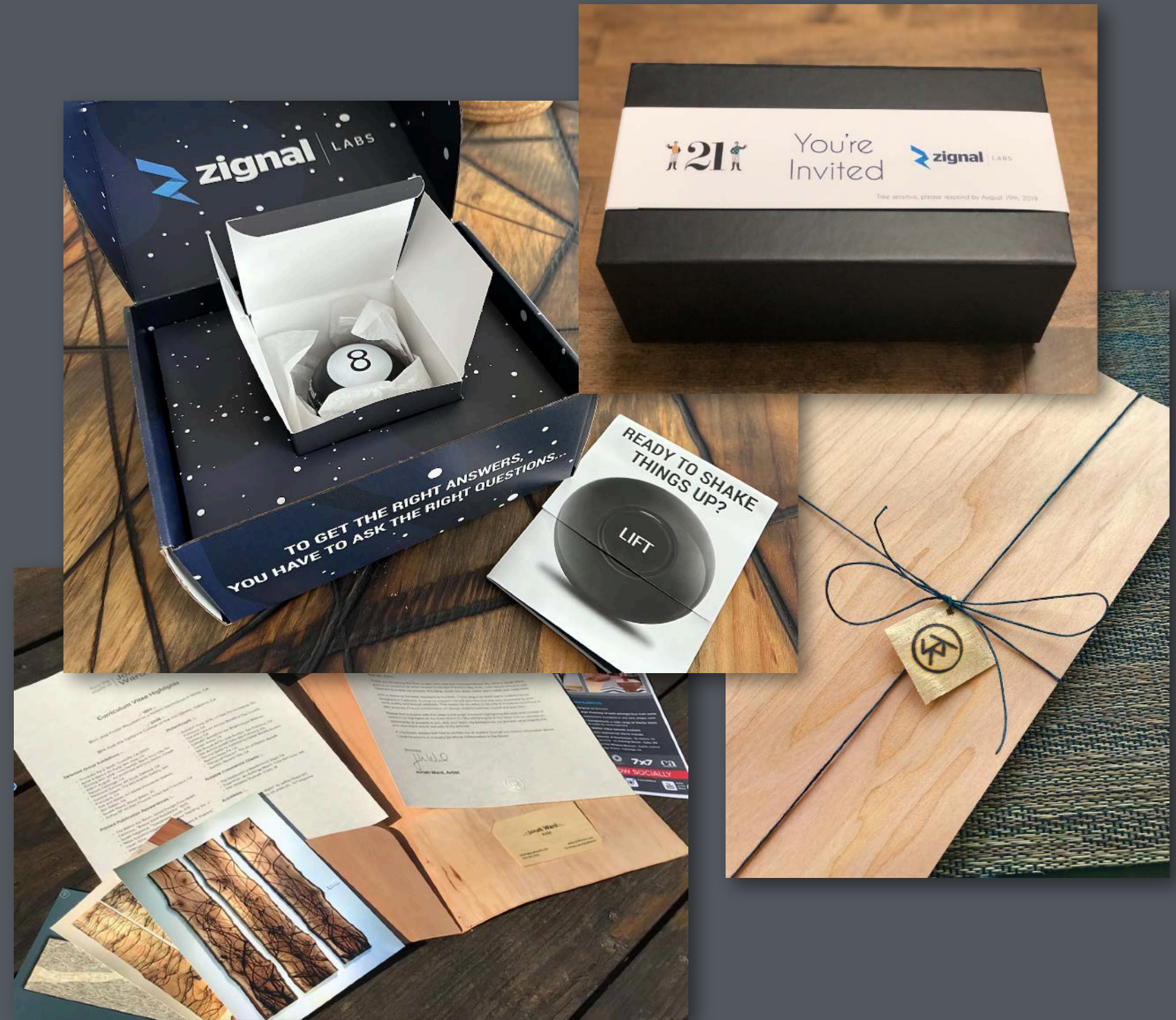
# Stationery

- Business Card Design
- Company Letterhead
- Promotional Gear
- Word Templates



# Direct Mailers

- Concept brainstorming
- Prototyping
- Package design/layout
- Press proofs
- Assembly/Fulfillment



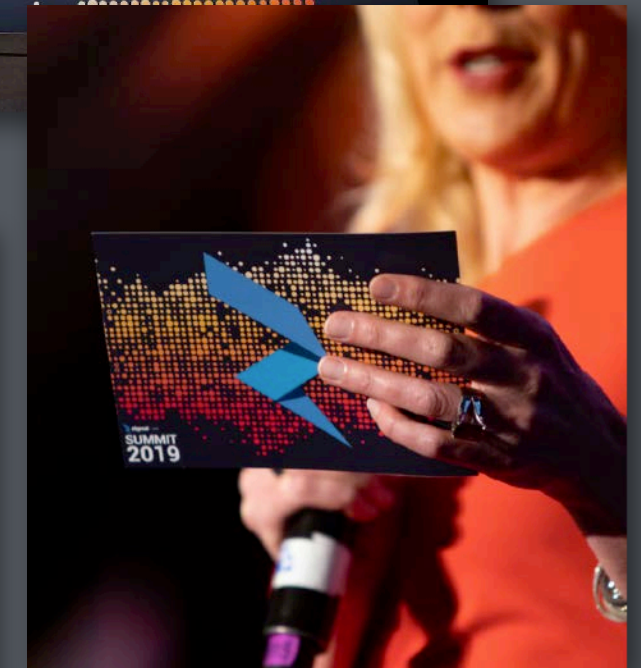
# Tradeshow Booths

- Concept brainstorming for maximum ROI
- Renderings
- Design/layout per spec
- Proofing



# Event Branding

- Site Walkthroughs
- Full Event Branding
  - Stage/Set design
  - Signage
  - Badge/lanyards
  - Presentations
  - Collateral
  - Partner/Product Kiosks
  - Etc.



# Photography

- Portraits
- Corporate events
- Weddings
- Product shots
- Family photos
- Real estate
- Artwork



Burnt Panel No. 128 - 36" x 48" each, 2021



# Company Videos

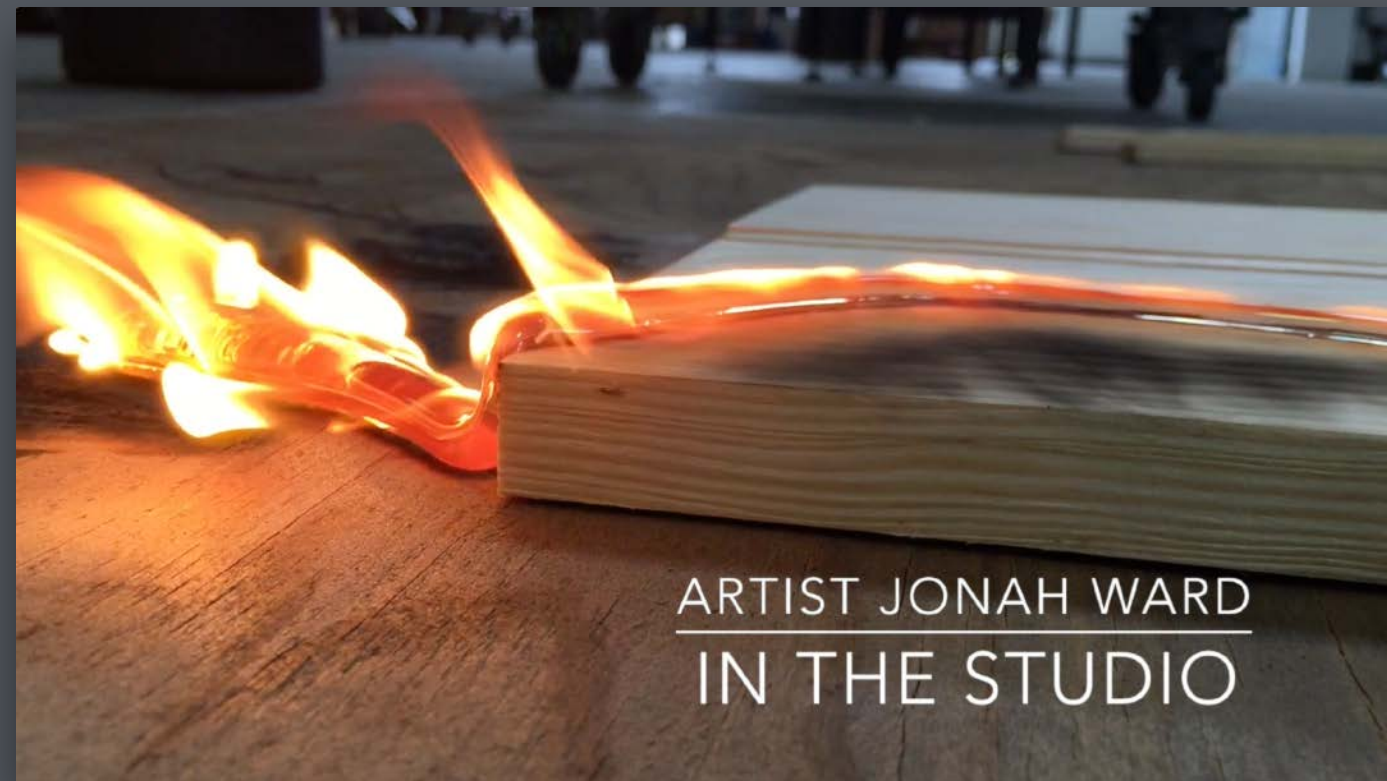
- Full production: lighting, sound, editing
- CEO addresses
- Employee interviews
- Social Video Posts
  - YouTube Shorts
  - TikToks
  - Instagram Reels





## Feature Videos

- Full production: lighting, sound, editing
- Storyboarding
- Documentaries
- Training videos
- Interviews



# Why Ryan?

- 15+ years of experience
- Holistic approach to roles
- Strong Creative Background
- Dedicated to Results and Company Success, Loves to Win
- Always two steps ahead
- High standards, perfectionist (but not in a bad way)



Signal Labs



ServiceSource

*“I'd highly recommend Ryan to any company looking for a marketing superstar.”*

*~ Randy Brasche, VP Marketing, Former Oracle*

*“His work ethic is fantastic, and he makes sure that his stakeholders get what they need. I'm pleased to recommend Ryan and will happily work with him again in the future!”*

*~ Matt Rice, Marketing Leader, PwC*

*“I am always 100% satisfied with Ryan's work. I have been especially pleased with his ability to turn a concept I have into a creative and professional outcome. I would highly recommend Ryan.”*

*~ Tracy Kennedy, Executive Recruiter*

*“Ryan is also a wonderful leader, whose teams love working for him and produce better work as a result of his warm coaching and input. I really enjoyed working with Ryan, and would really look forward to the chance to do so again!”*

*~ Ryan Warren, CCO, LevelTen Energy*

.....ThankYou.....

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