

# Ryan Bauhaus

*Experienced Designer Seeking New Opportunities*

**“Good marketing is honest.  
Sometimes the truth hurts.”**

## Cover Letter

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1444 SW 14th Ter  
Miami FL, 33145

info@sixbased.com  
+1 (786) 795-9009

Dear Hiring Manager,

I'm a multidisciplinary creative professional with over two decades of hands-on experience in *creative direction, brand development, art direction, and marketing design*. I've led cross-functional teams, built brands from the ground up, and executed high-level campaigns for both corporate clients and local businesses.

Throughout my career, I've helped companies transform ideas into compelling, results-driven visuals. From developing engaging content strategies to overseeing large-scale print and digital design systems, my focus has always been clear: create thoughtful work that connects with people. At *Gulliver Prep*, I restructured their in-house design process, improving turnaround times by 50%. At *Atlas Meat-Free Delicatessen*, a business I co-founded and branded from the ground up, I oversaw everything from *menu design, packaging, and customer experience to social media marketing and campaign strategy* boosting brand awareness by 157%. And with *Rubys Fine Jewelry*, I led a full creative overhaul that directly increased customer engagement and drove a 40% uptick in business.

I understand the pressures of tight deadlines, cross-team communication, and the demand for consistent brand alignment. Whether working in an agency setting, in-house, or freelance, I bring a collaborative mindset and sharp attention to detail. I'm fluent in the *Adobe Creative Suite, Figma, UI/UX principles*, and equally comfortable directing video, photo, and editorial projects.

If you're looking for a designer who knows how to think strategically and execute creatively while leading teams with empathy and purpose, I'd love to connect. Feel free to browse my portfolio at [sixbased.com/portfolio-review](https://sixbased.com/portfolio-review), where you'll find case studies, branding work, and creative campaigns.

Thank you for taking the time to learn a bit about me. I look forward to hearing about opportunities where I can add value.

Warm regards,



Ryan Bauhaus