

Ryan Bauhaus

Senior Creative / Art Director — Brand Systems & Campaigns

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Summary

I design the boring parts that make brands work and make the interesting parts behave. Systems first, then execution at speed. Files go to press the first time; toolkits scale without drama.

Core Strengths

Brand systems & governance (type scales, component libraries, usage rules)

Campaign toolkits that scale across channels (print → digital → OOH)

Packaging systems (dielines, finishes, compliance) and production QA

Print-to-digital rollouts, templating, and cross-team enablement

Creative ops: workflows, asset libraries, proofing, vendor handoff

Impact Highlights

Cut creative costs ~33% and turnaround ~50% faster by moving work in-house (templates + Adobe Cloud + Teamwork). Vendor-ready files with 0–1 pre-press corrections per book on average

Built a 100+ asset shared library; improved cross-team consistency and speed

Rebranded a jewelry retailer; shipped a performance loop (live gold-price module, landing pages, focused ads) driving 781 clicks / 22.7k impressions at ≈\$0.95 cost/conv

Directed packaging across 10+ SKUs; stood up finishes guides and signage systems for retail locations

Managed ~\$500K campaign budgets; shipped integrated print + digital work under deadline pressure

Experience

Six-Based Media Freelance Creative (Remote) 2020 – Present

Systematized brand foundations (grids, type scales, asset specs) to cut revision cycles across clients

Launched print→digital rollouts (OOH, packaging, email, site) with **production QA**; delivered press-ready files

Rebranded Ruby's Fine Jewelry; stood up a performance loop (live gold-price module, curated selection app, focused LPs) and *ran targeted campaigns* with efficient unit economics

Gulliver Preparatory School Creative Design Manager (In-House) 2021 – 2023 – Miami, FL

Moved all creative work in-house; created **template packs** and **Adobe Cloud** proofs; **implemented Teamwork** workflows across departments

Art-directed long-form publications (two annual Report of Appreciation), admissions kits, and partner assets

Delivered vendor-ready books with *near-zero pre-press edits*; *launched a shared asset library*

Atlas Meat-Free Delicatessen Creative Director (In-House) 2011 – 2020 – Miami, FL

Owned packaging system for 10+ SKUs (dielines, finishes, compliance) and signage for two locations

Established brand to shelf: logo, **packaging grid**, **finishes guide**, menus, signage, wholesale catalog

Directed shoots and maintained **brand coherence** across site and email; **introduced an ops system** to tighten launches and reduce waste

Beber-Silverstein Group Production Artist (Boutique Agency) 2009 – 2010 – Miami, FL

High-speed layout and production under **tight deadlines**

Office Depot Corporate Art Director (In-House) 2005 – 2009 – Boca Raton, FL

Directed monthly catalog systems; enforced **CMS accuracy**; improved **brand consistency**

Co-led holiday tech insert redesign balancing lifestyle visuals with SKU density; **delivered on time** and adopted across inserts

Zimmerman Advertising Jr. Art Director (Large Agency) 2003 – 2005 – Ft. Lauderdale, FL

Produced integrated print + digital campaigns; managed small teams; **owned budgets** (~\$500K)

Capabilities

Art Direction
Asset Libraries
Brand Systems
Budget Management
Campaign Development
Campaign Toolkits
Catalog Design
Component Libraries
Compliance
Content Systems
Creative Direction
Cross-functional Collaboration
Design Systems
Dielines
Digital Production
Email
Governance (Brand)
Grid Systems
Landing Pages
Lockups
OOH
Packaging Design
Pre-Press
Print Production
Production QA
Proofing
SEO Basics
Stakeholder Management
Template Creation
Typography
Vendor Management
Visual Identity
Workflow Design

Design

Brand Systems
Campaign Toolkits
Packaging
Production QA
Print→Digital Rollout

Systems/Collab

Adobe Creative Cloud
AI (Firefly, Chatgpt)
Figma
Google Sites
Google Workspace
Mailchimp
Monday.com
Teamwork

Web

CMS (WordPress / Squarespace / Shopify)
Google Ads
HTML/CSS (Basic)
Wix.com