

RYAN WAKEFIELD

GRAPHIC AND MULTIMEDIA DESIGNER



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[Online Portfolio](#)

PROFESSIONAL SUMMARY

Award-winning graphic and multimedia designer with 25 years of experience leading design and video production for communications teams in higher education, healthcare, public transit, and food service. Combines a strong illustration and branding foundation with end-to-end video production capability, delivering clean, modern work across print, web, and social media. Known for translating complex institutional messaging into polished, on-brand assets that hold up in print, on screen, and at scale.

Core Skills: Brand and logo development · Illustration · Print production · Layout and typography · Presentation design · Video production and editing · Motion graphics · Event and product photography · Website design and maintenance · Digital asset creation · Social Media Graphics and Reels · Writing

Software: Photoshop · Illustrator · InDesign, Premiere Pro · After Effects · Wordpress · Omni Update · Figma · Constant Contact · Microsoft PowerPoint · Procreate

EDUCATION

Bachelor of Arts, Graphic Design

University of Central Florida

Associate of Arts, Communications

Polk State College

WORK EXPERIENCE

MULTIMEDIA DESIGNER / GRAPHIC DESIGNER

USF College of Engineering - Tampa, FL

2012 - 2026

Produced informative video content for college faculty and administration, managed projects end to end from concept and scripting through filming, editing, and final delivery.

Designed event collateral, executive presentations, logos, illustrations, print materials, and websites supporting communications across the college.

Served as staff photographer for college events, building an image library used across recruitment, development, and marketing materials. Partnered with faculty and administrative stakeholders to translate technical subject matter into clear, visually engaging communications.

Recipient, Outstanding Staff Award, University of South Florida.

GRAPHIC DESIGNER

HPH Hospice — Hudson, FL

2009 – 2012

Designed print collateral for a regional hospice provider, including brochures, posters, fliers, newspaper and magazine advertisements, and annual calendars. Maintained the company intranet, keeping internal communications current and accessible to staff across multiple locations. Supported organizational messaging through digital photography, video editing, and presentation design for leadership.

WORK EXPERIENCE

GRAPHICS COORDINATOR

Pinellas Suncoast Transit Authority - St. Petersburg, FL
2006 – 2009

Designed bus wraps, exterior and interior transit advertising, rider information cards, logos, illustrations, and websites for the public transit system serving Pinellas County.

Developed high-visibility vehicle graphics seen daily by riders and motorists countywide, working within the technical constraints of large-format fleet application.

First Place, Digital Media and Design - Florida Public Transit Association (FPTA) and American Public Transit Association (APTA).

PRODUCTION ARTIST / TOY DESIGNER

JA-RU Toys — Jacksonville, FL
2005 – 2006

Designed children's toys and retail packaging for a national toy manufacturer, balancing play value with shelf impact. Produced catalog page layouts, logos, product photography, and website updates supporting the sales and marketing team.

GRAPHIC DESIGNER / MARKETING ASSISTANT

Aramark at the University of Florida — Gainesville, FL
2001 – 2005

Created posters, menus, banners, brochures, logos, illustrations, and newsletters promoting dining facilities and convenience stores across the University of Florida campus. Managed digital photography and website updates for campus dining marketing.

Recipient, Outstanding Staff Award, Aramark

REFERENCES

Robert H. Bishop, PhD

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