



# Ryan O'Brien

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647-295-2433

## Skills

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Full-stack designer with more than two decades experience delivering rich & engaging experiences for premium brands across web, mobile, connected TVs, game consoles, STB & OTT devices. A unique blend of creative & technology expertise coupled with outstanding interpersonal & relationship building skills. I work with an emphasis on mentorship & team-building to provide an atmosphere of collaboration & creativity.

## Experience

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### Principal / Ryan O'Brien Creative Services

APR 2016 - PRESENT, TORONTO

Providing full-stack design and creative services for clients ranging from small business to agency and startup. From development of brand & identity through its translation into your digital products via the user experience (UX), user interface (UI) design & development. Social marketing strategies, video editing and compositing for clients ranging from local businesses to Disney and Facebook.

### Director, User Experience / Bell Media

MAR 2011 - MAR 2016, TORONTO

As a senior team member of the digital product group, I built and managed a cross-disciplinary team consisting of Information Architecture (IA), User Experience (UX), User Interface (UI) / creative design, Business Analysis and Quality Assurance within an Agile environment. My involvement included the full life-cycle of funded projects across all brands and digital platforms from inception through launch, for both internal and external clients.

From heuristic evaluation, creation of user personas, stakeholder interviews, content & competitive analysis, usability testing, user research through to the generation of Axure wireframes and prototypes. We were responsible for revealing key insights and making recommendations presented to clients and business owners to create rich and engaging experiences while maximizing workflow and efficiency. Delivered products across web, mobile, connected TVs, game consoles, STB and OTT devices.

### **Creative Director / CTV inc.**

FEB 2008 - MAR 2011, TORONTO

Creative direction on all digital initiatives for our 100+ brands across web and mobile including the launch of CTV's online broadcast network, CTV GO (representing 12 television networks available on web and mobile). Led the interface and branding design for the proprietary video player powering all CTV digital properties. Worked with the acclaimed CTV Creative Agency on all digital marketing initiatives and branding executions including consultation on broadcast promotional components, brand partnerships and sales projects.

### **Art Director / CHUM Interactive**

MAR 2007 - FEB 2008, TORONTO

Building on my previous creative role at MuchMusic, I joined the interactive department of parent company CHUM where I lead digital creative and was responsible for providing direction to a team of designers across 19 television brands and ad sales projects for some of the biggest brands in the world spanning entertainment to packaged goods to financial services.

### **Sr. Web Designer / MuchMusic**

FEB 2002 - MAR 2007, TORONTO

As the first and only web designer for MuchMusic, it was my responsibility to design and build all Music & Youth related properties including MuchMusic.com, MuchMoreMusic.com, MuchLoud.com, MuchVibe.com and MuchMoreRetro. In addition, I was a member of team digital on the long running MuchOnDemand which enabled user generated video programming during a live show happening around us for one hour five days a week.

### **VP, Online Marketing and Development / FuMan Skeeto Inc.**

MAR 1997 - FEB 2002, LOS ANGELES, CA

FuMan Skeeto was a youth apparel brand created by Chris Kirkpatrick of Nsync. In my role, I was responsible for helping create the brand, marketing and the design, development and management of our online property - lovingly handcrafted by yours truly. The goal was to leverage an online audience to build the brand with an eye towards retail. Fourteen months in, we were put on the floor at Nordstrom, Macy's, Dillard's, Gadzooks, Eatons and many other large chain retailers across the US and Canada.