

Ryan McVay

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Education

University of Memphis

Bachelors, Creative Mass Media, GPA 3.76

Outstanding Media Designer Award, Dean's List, Magna Cum Laude, Helen Hardin Honors College

Memphis, TN

May 2024

Experience

University of Memphis, Herff College of Engineering

Multimedia Specialist

Memphis, TN

Jan. 2024 - Jul. 2025

As a Multimedia Designer for the Herff College of Engineering, I led the creation of a wide range of print and digital materials supporting marketing and outreach for the Herff College of Engineering and affiliated departments. My role involved conceptualizing and executing visually compelling designs for events, publications, and promotional campaigns while ensuring alignment with the university's brand identity. I collaborated closely with faculty, staff, and administrators to translate complex academic initiatives into accessible and engaging visual content.

- Designed and produced a high-visibility digital billboard highlighting military research and drone initiatives, optimized for brand visibility and highway readability
- Independently laid out the annual Senior Design Expo booklet for 30+ student teams, ensuring clear, consistent branding
- Created motion graphics assets including animated announcements, infographics, and TV-style bumpers for campus-wide communications
- Designed and managed branded email campaigns in MailChimp to promote college events and updates across devices
- Developed concise one-pagers translating complex lab research into accessible, engaging print materials
- Produced a variety of digital and print collateral including flyers, social media graphics, signage, and event materials
- Collaborated with faculty and staff to align designs with university branding and departmental goals

Auto Care Center

Automotive Technician

Memphis, TN

Jul. 2025 - Jan. 2026

Performed routine vehicle maintenance including oil changes, tire services, battery replacements, and bulb replacements

- Lead and trained team members in important maintenance procedures and equipment usage
- Provided professional customer service by clearly communicating service findings, recommendations, and timelines
- Maintained shop safety standards, proper tool usage, and workflow organization to support efficient daily operations

Target Inc.

Electronics Consultant, Fulfillment Expert

Memphis, TN

Oct. 2021 - May 2024

Advised guests on consumer electronics and answered product-related questions to enhance customer satisfaction

- Managed inventory for high-value electronics and general merchandise using store systems to ensure stock accuracy
- Fulfilled online orders with speed and precision, meeting same-day delivery and pickup expectations
- Maintained clear communication with team leads and supervisors to resolve issues and improve operations

Doordash Inc.

Driver

Memphis, TN

Jul. 2020 - Oct. 2021

- Completed time-sensitive deliveries with consistent accuracy and professionalism
- Maintained a high customer rating by providing friendly service and resolving issues on the spot
- Planned and optimized delivery routes to maximize efficiency and earnings
- Adapted to variable traffic, weather, and order conditions to maintain consistent performance

Skills

Technical: Adobe Creative Cloud, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Adobe After Effects, Motion Graphics, Branding, Animation, Video Editing, Graphic Design, Print and Layout Design, UX Design, UI Design, Interactive Design, Web Design, Web Development, Figma, Photography, Videography, Storyboarding, Scriptwriting, MailChimp, Microsoft Office

Key: Team Collaboration, Project Management, Content Creation, Brand Management, Digital Marketing, Creative Direction, Customer Relationship Management, Graphic Design Principles, Multimedia Design, Computer Graphics, Storyboarding, Digital Media Design, Multimedia Presentations, SEO Optimization, Brand Storytelling, Deadline Management