Ryan McVay

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Education

University of Memphis — Memphis, TN
Bachelors, Creative Mass Media, GPA 3.76 — May 2024
Outstanding Media Designer Award, Dean's List, Magna Cum Laude, Helen Hardin Honors College

Experience

Park National Bank — Memphis, TN
Relationship Banker — Jun. 2026 - Present

- Opened and managed customer accounts while providing personalized guidance on banking products and services
- Delivered exceptional customer experiences by resolving inquiries and addressing account needs efficiently
- Drove branch growth through consultative sales, cross-selling, and referral generation
- Executed daily transactions with speed and accuracy while maintaining compliance with banking standards

Early-Stage Tech Startup — Memphis, TN
Graphic Designer II — Apr. 2026 - Jun. 2026

Spearheaded brand identity development and creative direction for an early-stage tech startup, translating the company's vision into cohesive visual systems across digital and print touchpoints.

- Designed brand identity systems including logos, color palettes, and typography using core graphic design principles.
- Produced brand books establishing clear brand management standards for consistent application across all platforms.
- Developed multimedia presentations leveraging brand storytelling to communicate company vision to stakeholders.
- Collaborated with leadership to align creative output with business and brand objectives.

Regions Bank — Memphis, TN
Relationship Banker — Jan. 2026 - April 2026

Completed time-sensitive deliveries with consistent accuracy and professionalism

- Built strong client relationships by identifying financial needs and recommending products and services.
- Assisted customers with account management and problem resolution while delivering high-quality customer service.
- Achieved sales and referral goals through proactive outreach, product knowledge, and cross-selling banking solutions.

Auto Care Center — Memphis, TN
Automotive Technician — 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 maitenance 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

University of Memphis, Herff College of Engineering — Memphis, TN
Multimedia Specialist — Jan. 2024 - Jul. 2025

Led design and production of print and digital materials supporting marketing and outreach for the college and affiliated departments, ensuring alignment with university brand standards.

- Designed high-visibility digital billboard for military research/drone initiatives, optimized for highway readability
- Independently laid out the annual Senior Design Expo booklet for 30+ student teams
- Created motion graphics including animated announcements, infographics, and TV-style bumpers for campus communications.
- Managed branded MailChimp email campaigns promoting college events across devices.
- Delivered diverse digital and print collateral such as flyers, social media graphics, signage, and event materials.

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 Suite

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