

Ryan Byarlay

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Gensler

Senior Brand Experience Designer

Dec. 2018–Feb. 2024

- Art direction, design, and management of EGD, web, signage, and digital product scope and deliverables for high profile global clients
- Led and maintained Microsoft's global signage design strategy and system. Developed and executed a road map for enhancing standards to prioritize impact and function that would deliver the greatest business impact without compromising navigation experience for employees
- Worked on agile teams to design web and digital products. Including research, interviews, prototype, testing, and developer communications
- Support new business initiatives, including developing pitch presentations, meeting with clients, and speaking at industry events
- Led a monthly knowledge share call for the Northwest region

California Academy of Sciences

Exhibit Designer

Dec. 2016–Dec. 2018

- Lead the branding, design, and production for a flagship exhibit that drove ticket sales, public outreach, and educational programming
- Collaborated with education specialists, scientists, local communities, and museum stakeholders to translate complicated scientific concepts to varied audiences.
- Oversaw visual development and led the team in creating graphics, interactive materials, and marketing. I also worked closely with fabricators, printers, and developers to oversee the production and installation process.
- During my time, the Academy implemented a multilingual component to all exhibits going forward. I was instrumental in creating design guidelines and processes for incorporating, designing, and proofing this undertaking.

World Tour

Traveler

Aug. 2015–Sep. 2016

- My wife and I took an opportunity to explore the world. During this time we worked freelance jobs and volunteered on small farms and homesteads to make ends meet.

West Office Exhibition Design

Exhibit Designer

Nov. 2014–Aug. 2015

- Collaborated with a team to develop and design award winning museum experiences and graphics from concept to installation.

EDUCATION

University of Washington

Bachelor of Design

Graduated Spring 2013

SKILLS

Experience design, UX/UI design, masterplanning, strategy, story telling, management, brand design

AWARDS

AIASF People's Choice Awards Runner Up

2022

Communication Arts Typography Feature

2020

2019 Gensler Community Impact Award Honorable Mention

2019

American Association of Museums Conference Speaker

2019