

Ryan Holcomb

Graphic Design

Ryan is an award-winning graphic designer with over twenty years of experience delivering a wide range of impressive solutions. His career centers on creating innovative ideas from concept to completion with proven results. Ryan's approach combines creative thinking and design theory driven by his passion for graphic design. His appreciation for teamwork fosters an enjoyable company culture where each individual contributes not only their skills but also their unique personality.

Contact

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916.396.7112

Portfolio

RyanHolcomb.com

Skills

Adobe Creative Cloud

InDesign, Photoshop, Illustrator, Premiere, After Effects, Acrobat

Microsoft Office

Word, PowerPoint, Excel

Graphic Design

Prepress Production

Brand Identity

Vendor Management

Illustration

Photography

Video Production

Figma

Typography

Design Theory and History

Awards

Health Net Key Contributor Award

2022, 2023, twice 2024

Gold MarCom Award

Print Media

Graphic Design USA

Design Annual featured work

Best National Communications Program

ASHTO

Pacemaker Award

Best Four Year University Newspaper Design

Star Award, Wachovia/Wells Fargo

Education

BA Communication Design

Option in Visual Design

California State University, Chico

Recent Accomplishments

- Created curriculum and instructed: Design fundamentals and principles, typography, Adobe Illustrator and branding.
- Designed the annual report for American Physical Society. Showcasing clean layouts, spot varnishes and 125 years of advancing physics.
- Reduced design time from 40 hours to seven hours for APS News.
- Designed co-branded solutions for \$18 billion West Region TRICARE federal healthcare contract. Consistently received high remarks from the Defense Health Agency (DHA) throughout the contract.
- Collaborated with cross-functional teams to translate business and brand objectives for email, web, direct mail, out-of-home, print, social, presentation and video. Received an internal Key Contributor Award bonus for work on presentation materials.
- Managed Health Net Federal Services' video library and produced weekly reports analyzing viewership data.
- Lead designer for internal engagement solutions. The campaigns successfully reduced voluntary turnover while Quality Product, Service, Schedule, Cost Control, Utilization of Small Business, and Management received their highest performance scores.

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Experience

Over twenty years designing visual solutions for healthcare, finance, government, architecture, transportation and retail.

Graphic Design Instructor

June 2026 – Present

Futures Explored

Full-time graphic design instructor. Responsible for creating curriculum to establish the design program in Sacramento. Instructor for Graphic Design Fundamentals and Principles, Typography, Adobe Illustrator and Branding. Also, tasked with designing materials as needed.

Graphic Design Contractor

February 2025 – November 2025

American Physical Society

Ensure all designs follow brand guidelines while finding creative solutions to keep the brand expression current. Reduced the design production time of APS News from forty hours to seven. Created daily social media videos on the fly during a week long conference. Concept and design the annual report.

Newsletters, Brochures, Fliers, Annual Report, Posters, Slide Decks, Press Checks, Banners, Social Media, Video

Multimedia Design Specialist

March 2008 – January 2025

Health Net Federal Services

Tasked with creating design solutions for a variety of in-house projects. A large portion of the work included designing co-branded materials for the West Region TRICARE federal contract valued at \$18 billion. Other major tasks include internal messaging, proposal design, video production/editing, animation, collaborating with cross-functional teams and fostering a creative culture with constructive critique to design peers.

Newsletters, Brochures, Fliers, Video, Web Design, UI, Trade Shows, PowerPoint, E-blasts, Booklets, Press Checks, Production, Co-Branding, Corporate Identity, RFP Design, Fully Remote

Senior Graphic Designer

September 2007 – March 2008

HDR | The Hoyt Company

Lead designer for this public relations firm focused on transportation, urban planning, strategic development, and community relation issues. Collaborated with internal project managers, developers, employers, government agencies, and communities to address their visual design communication needs.

Identity, Brochures, Fliers, Posters, Newsletters, Web Design, PowerPoint, Photography

Senior Graphic Designer

October 2002 – September 2007

Wachovia | Wells Fargo

As Senior Designer, Ryan coordinated, designed, and produced a wide range of projects. Worked with copywriters, print consultants, vendors and clients to realize a variety of creative strategies and visual solutions. Projects centered around working with educational finance to design targeted direct mail, collateral, event sponsorships, merchandising and advertising campaigns. Helped deliver 15% market share growth by 2005.

Brand Collateral, Corporate Identity, Web Design, Newsletters, Brochures, Fliers Posters, Trade Show Displays, Press Checks

Graphic Designer

July 2001 – October 2002

MTS, Inc. (Tower Records and Books)

The Tower design culture was driven by a fast-paced retail brand awareness that required adapting styles. A single day would require solutions for a traditional themed opera to a bleeding edge rock band and end with a corporate catalogue.

Advertisements, Point of Purchase Materials, Posters, Catalogs, Billboards, Retail Design

Additional Design Experience

Page Design Group, World of Good Taste, The Orion