

RYAN HARVEY

DESIGN DIRECTOR | CREATIVE LEADER | BRAND STRATEGIST

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PROFESSIONAL PROFILE

Design Director and creative leader with 20+ years of experience building brands through strategy, creative direction, and collaborative leadership. Progressed from intern to Design Director while leading creative initiatives for nationally recognized brands across identity, advertising, packaging, print, digital, and web. As Founder and Creative Director of P1 Design Co., I combine agency leadership with entrepreneurial experience and a strong understanding of how creative decisions impact business growth.

CORE EXPERTISE

Creative Leadership
Creative Direction
Brand Strategy
Brand Development
Brand Management
Art Direction
Integrated Marketing
Campaign Development
Team Leadership
Project Leadership
Cross Functional Collaboration
Client Relations

EDUCATION

ASSOCIATE DEGREE
DIGITAL GRAPHICS & MULTIMEDIA DESIGN
Fortis Institute | Erie, Pennsylvania

EXPERIENCE

DESIGN DIRECTOR MEDIA DIRECT | 2009-PRESENT

- Progressed through six positions from Intern to Design Director, demonstrating continued growth in creative leadership and responsibility.
- Lead creative direction and brand development for nationally recognized outdoor and consumer brands across identity, advertising, packaging, print, digital, and web.
- Partner with brand managers, executive leadership, marketing teams, photographers, and designers to translate business objectives into cohesive creative strategies and campaigns.
- Direct and mentor designers throughout the creative process, providing strategic guidance, feedback, and quality control while maintaining brand standards across multiple projects and channels.
- Lead complex, high visibility initiatives from concept through final execution, balancing creative quality, client expectations, timelines, production requirements, and business objectives.
- Present creative concepts and strategic recommendations to clients and leadership, communicating the reasoning behind creative decisions and guiding projects toward approval.

OWNER AND CREATIVE DIRECTOR P1 DESIGN CO. | 2023-PRESENT

- Founded and lead an independent creative studio specializing in branding, marketing, apparel, signage, and motorsports graphics for clients across the country.
- Grew annual billings approximately 55% from 2024 to 2025 while transitioning the business from its initial investment stage to profitability.
- Oversee the complete client experience from business development, estimating, and customer relationships through creative direction, production, and final delivery.
- Develop brand identities, marketing campaigns, apparel, signage, and large format graphics designed to help businesses strengthen their presence and connect with their audiences.
- Lead and collaborate with outside designers and production partners as workload and project needs require, providing creative direction and maintaining quality and brand consistency.

SELECTED EXPERIENCE

BRAND & CREATIVE DIRECTION
Led brand identity, campaign, advertising, and marketing initiatives for nationally recognized brands across print and digital channels.

NATIONAL PRODUCT CATALOGS
Directed and designed 40+ national catalogs totaling more than 1,200 pages for brands including Stoeger, TenPoint Crossbows, Aimpoint, Traditions Firearms, and Check-Mate.

PACKAGING & PRODUCT MARKETING
Developed packaging, product launches, advertising, and supporting marketing materials designed to communicate product value and maintain brand consistency.

DIGITAL & BRAND EXPERIENCES
Led creative across websites, digital campaigns, trade show environments, signage, and other customer touch-points to create cohesive brand experiences.



Making ideas impossible to ignore