

phone  
(415) 328-9563

email  
ryan@mccarrongraphics.com

website  
mccarrongraphics.com

graphic design portfolio

ryan mccarron

---

## table of contents

**2**

WNBA Rebrand

**8**

Dads-To-Be App

**16**

Station 101 Brew Pub

**22**

Dr. Masino's Textbooks

**28**

Sierra Bit Holder

**34**

About Ryan



---

## WNBA Rebrand



I redesigned the Women's National Basketball Association (WNBA) logo, its visual system, and other aspects to better reflect the true meaning of the brand's core values for my master's degree project.



Brand definition and history was made possible by the visual strategy guide, managed by its visual development guide, and inspired by its visual standards guide.



Every logo needs to have those little details that make it what it is. The visual standards guide gives an in-depth walk-through on how to use the new logos, colors, and other various aspects of the brand.



Knowing the brand's history can help understand where it is trying to go and what it wishes to accomplish. The visual strategy guide helps define the path the rebranded WNBA is wanting to take.



Accompanying the printed books is a website that puts all the information together to make it more accessible to everyone.

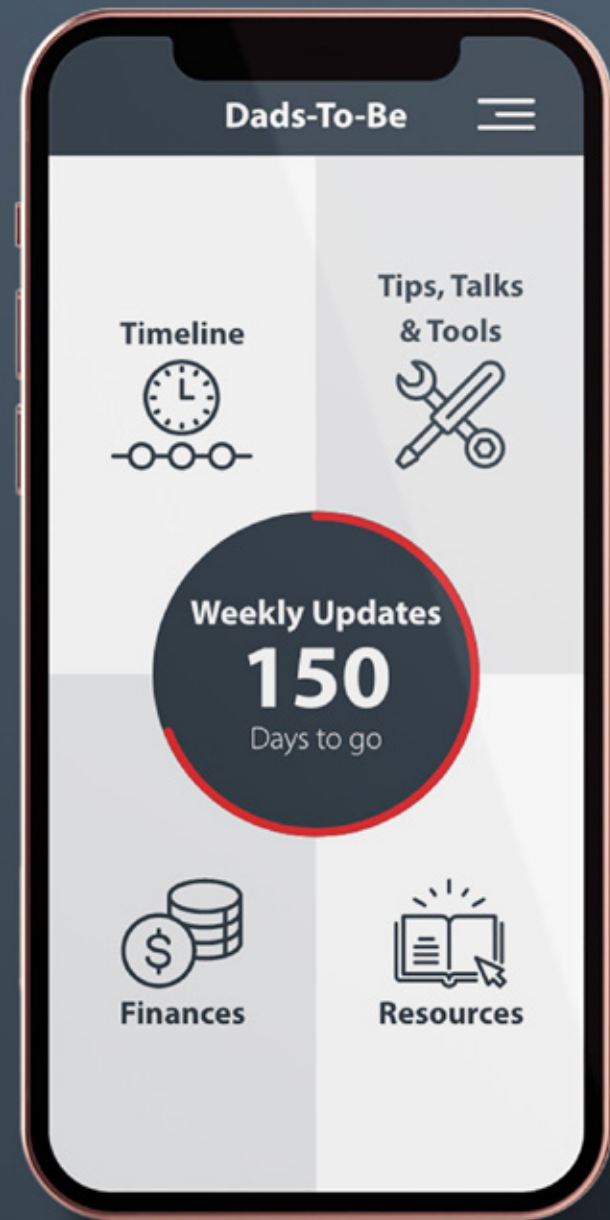




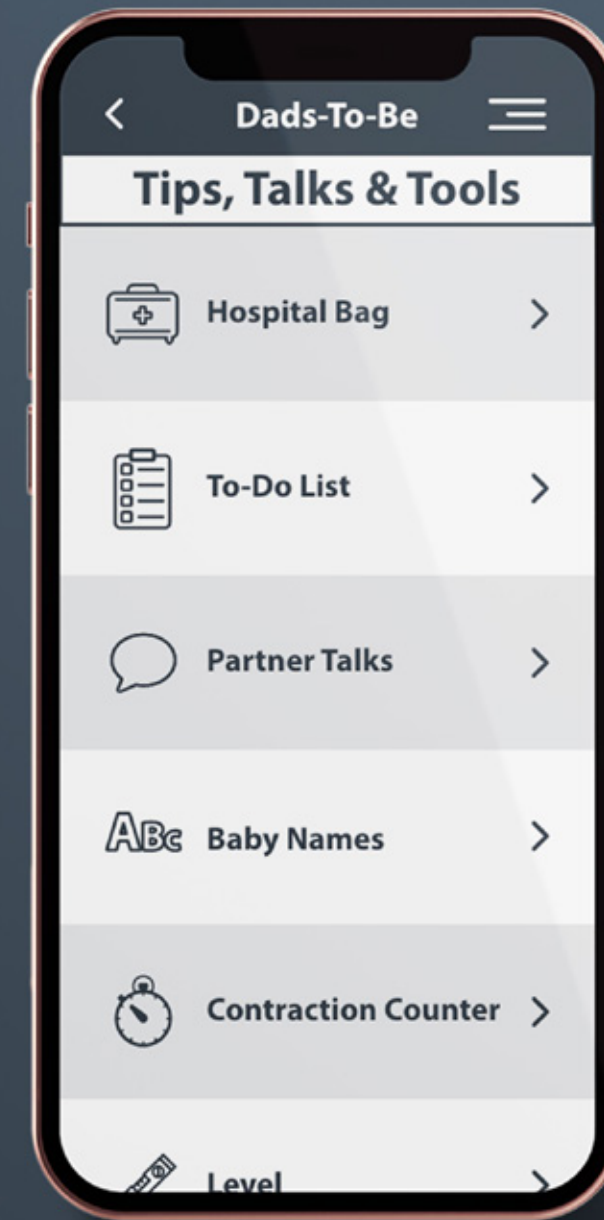
## Dads-To-Be App



There are a lot of helpful aids for women going through pregnancy or becoming first time mothers. Dads-To-Be helps give the men more information about their partner and baby-to-be are going through along with other helpful tools.

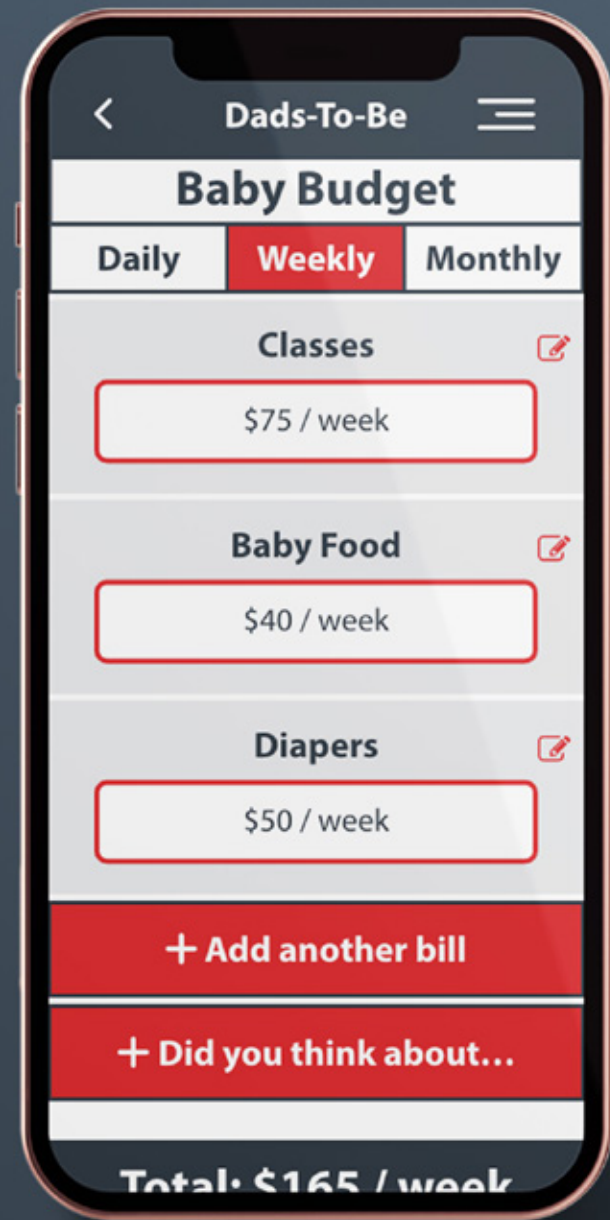


A minimalist design helps make the navigation easy to use, so if it's "go time" you have everything you need at your fingertips.



There is always one more thing on the list that you need to check off. The various tools available can keep you in check and make sure you don't miss anything when the big day arrives.





Something new develops every week for you, your partner and your baby-to-be. Staying up to date and knowing what your partner and baby are going through can make the process easier for everyone.



It's always fun watching your baby grow up, and now you can see all the different developmental milestones baby makes each week.



---

**Station 101 Brew Pub**





I helped create the start of Station 101's beginning. I designing the brand's image so that Milford, New Hampshire will always remember the new, up and coming Brew Pub.





The simple, old-school design helps give the look and feel of a timeless classic that Station 101 wants to portray.



There is nothing better to get the word out about the new brew pub than with simple, clean new merchandise.



Station 101 wanted to make sure that the history was kept safe and relevant to the look so that they can best represent their neighbors and community.



Keeping that old school feel, I helped design a rendering of a combination of what the building used to look like with how it was envisioned to be.





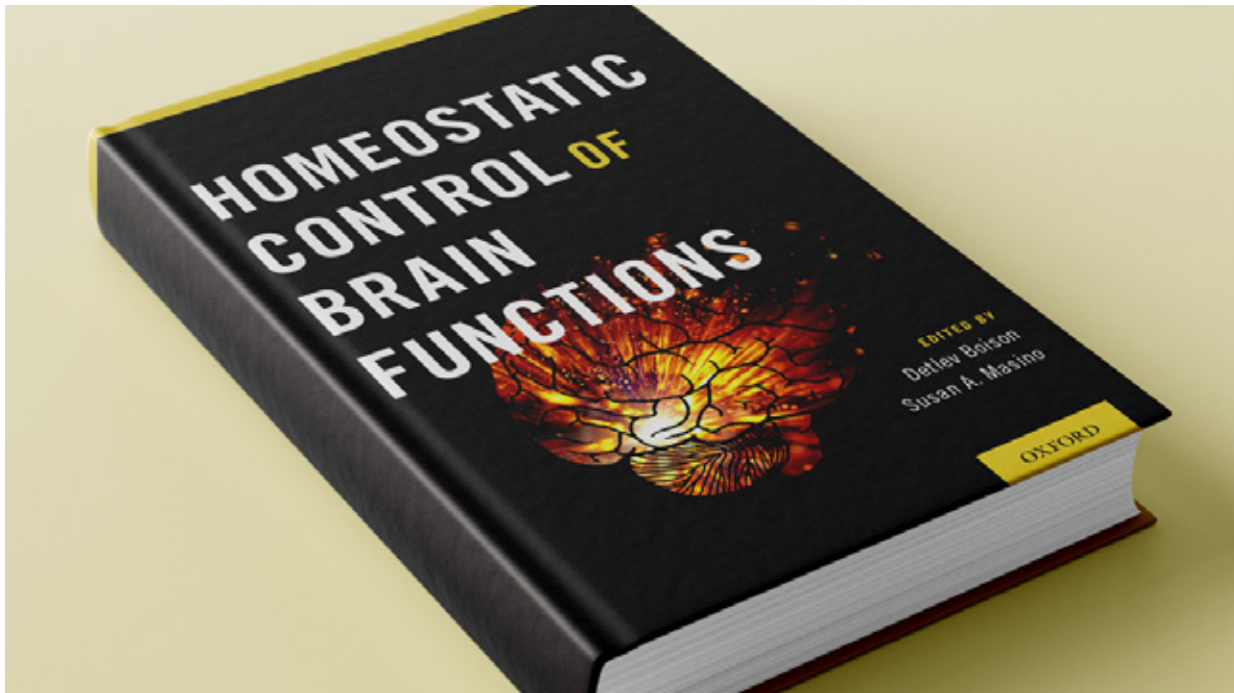
---

## Dr Masino's Textbooks



Working with Dr. Masino at Trinity College, I designed the covers of a three-part textbook series that would be used in her, and other colleges to help teach about how the brain functions during ketosis and other ketogenic diet benefits.

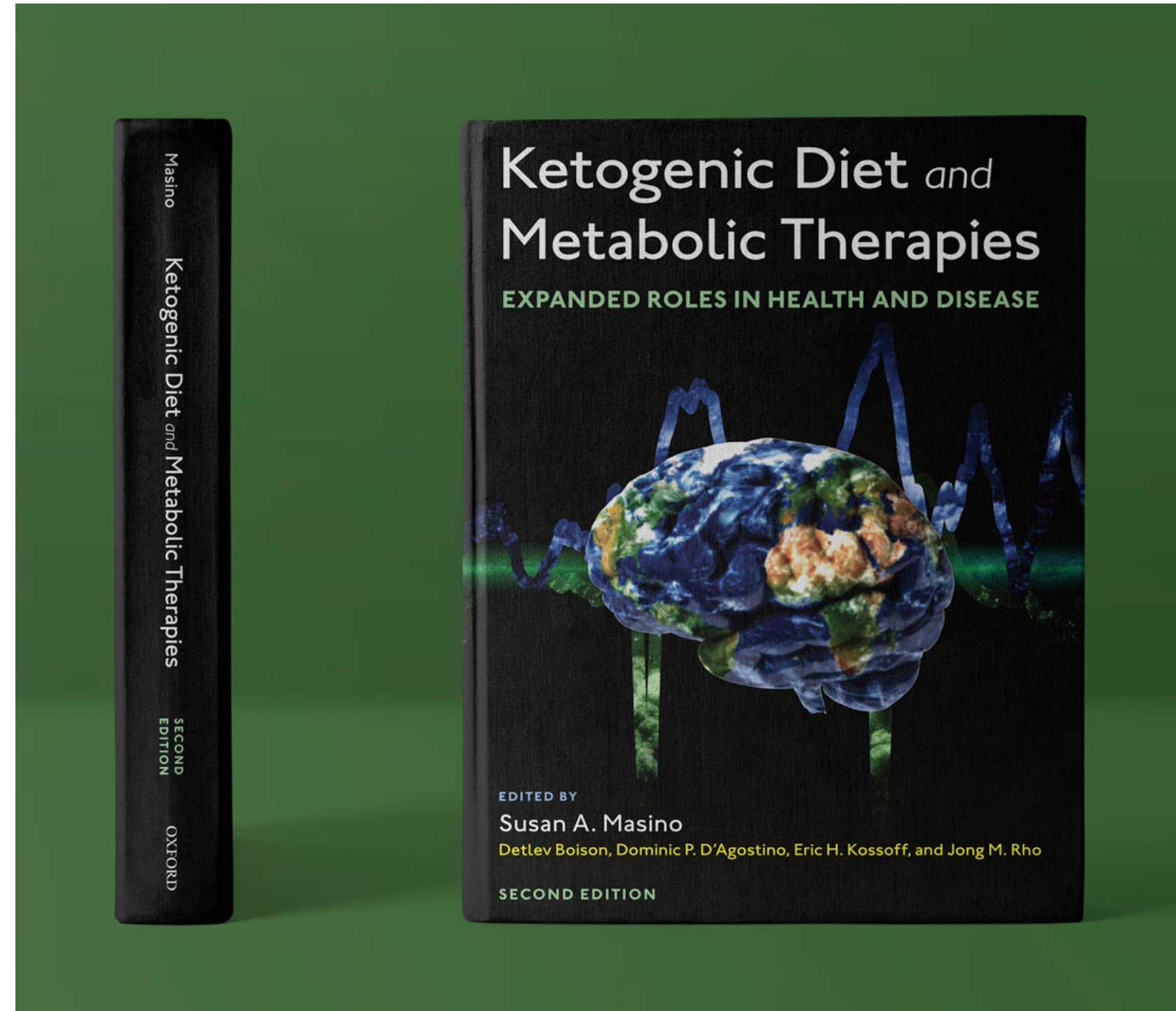




To continue the series, we came up with an image that helped capture the state of the brain when someone is on the ketogenic diet or using metabolic therapies.



I worked with Dr. Masino and Oxford University Press to make sure the look of the covers kept a similarity and cohesiveness to make the series whole and together.







---

**Sierra Bit Holder**



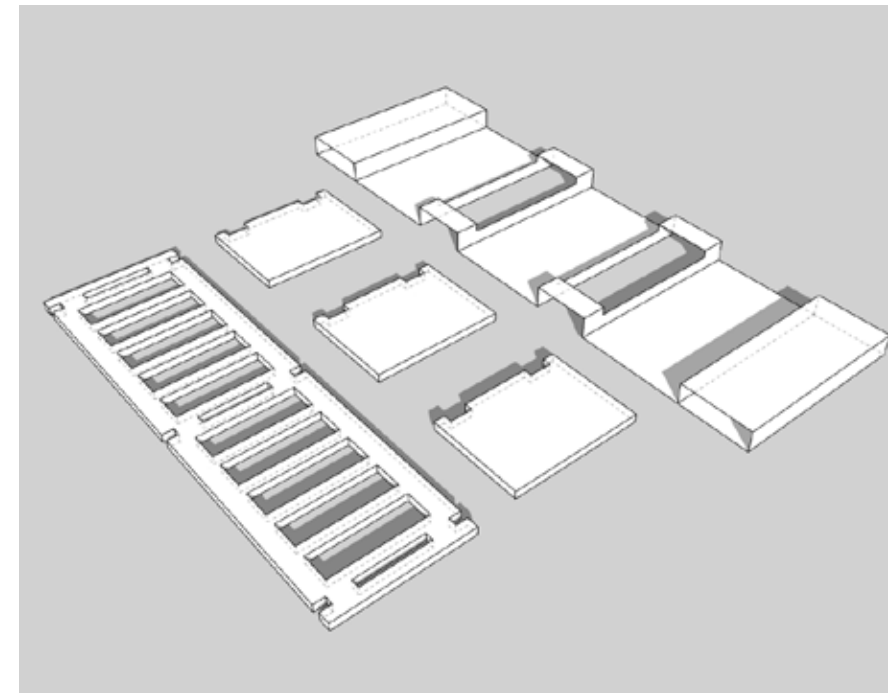


I planned, designed, and created a retail bit holder product for a client in the hardware industry.

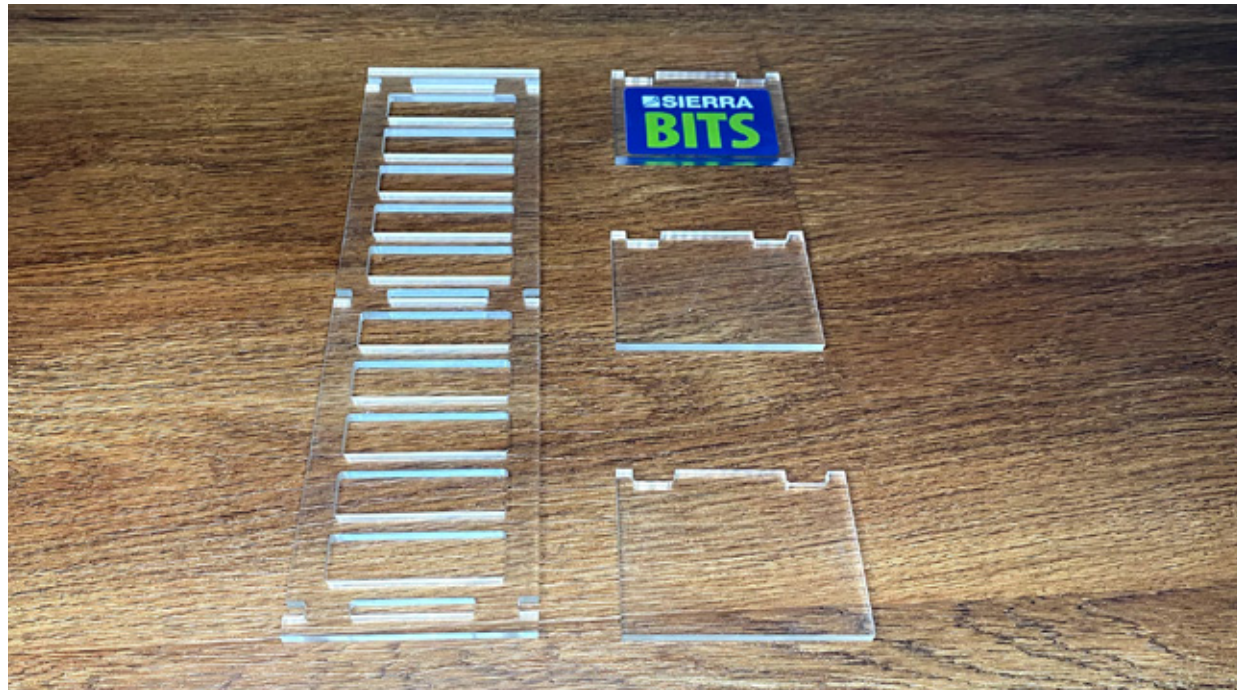




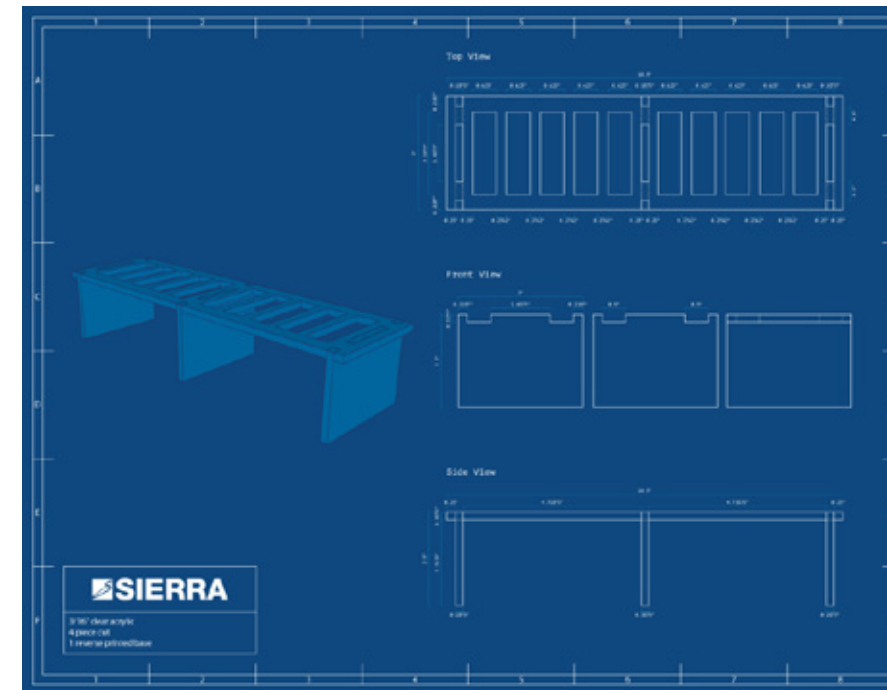
The Bit Holder is set up to be easy to understand and simple to put together using puzzle style inserts to assemble it.



The Bit Holder maximizes the carded bit slots while keeping the shelf real estate minimal.



The packaging design makes it easy to store the pieces and view all the materials for the product. Instructions are included to make sure the customer can properly set up the Bit Holder.



Using 3/16" acrylic as the material, it maximizes the visibility so customers can see the product itself.



# the man behind the computer



[Facebook](#)  
[@mccarrongraphics](#)

[Instagram](#)  
[@mccarrongraphics](#)

[LinkedIn](#)  
[@mccarronryan](#)

With over 13 years of graphic design experience, I am a creative lead at Factory Design Group, where I guide and support teams in producing captivating and consistent visual assets for various media and platforms. I collaborate with the CEO and the Art Director to develop and refine the visual identity of our company and our clients, using innovative and effective design approaches and solutions.

I also run my own design business, where I handle diverse projects that involve brand design and development, web design, marketing design, and user interface and user experience design. I am skilled in using various design tools and software, such as Figma, Illustrator, Photoshop, InDesign, SketchUp, and Adobe XD, to create high-quality and user-friendly designs that meet and exceed client expectations and satisfaction. I am passionate about solving design problems, creating impactful designs, and delivering value through my work.

# work experience

**Factory Design Group // April 2023–Current**  
**Lead Designer**

I lead creative teams in digital, print, and 3D renderings assets. I work closely with our CEO and Art Director to develop both ours and our clients’ visual identity through various design needs. I implement innovating new approaches to graphic design problems and create company-wide frameworks or optimizations for common speed-bumps.

**Sierra Office Supply & Printing // July 2018–April 2023**  
**Sr. Graphic Designer**

I managed the design process for one of our branches, oversaw multiple clients’ brands, created new and fresh digital and print designs, lead the designs for our key clients, created 3D prototypes to scale, and created digital assets for the company.

**Ether Estimates // August 2022–July 2023**  
**UX/UI Designer**

I lead the UI/UX development of the company’s website and mobile app. I created flowcharts and wireframes, working prototypes, and visual branding needs. I worked closely with the branding team, web developers, and engineers to complete the UI/UX systems for both the website and mobile app.

# education

**Master of Arts in Graphic Design & New Media**  
**Academy of Art University**  
Graduated May 2022

**Bachelor of Fine Arts in Studio Art**  
**Notre Dame de Namur University**  
Graduated May 2014

software skills	capabilities
Adobe Photoshop	Client Management
Adobe Illustrator	Leadership
Adobe InDesign	Digital Design
Adobe XD	Print Design
Adobe Premiere Pro	Brand Design
Figma	Package Design
SketchUp	Product Design
Squarespace	Logo Design
Microsoft Office	UI/UX Design
	Apparel Design
	Marketing Design

---

## a short summary

As a graphic designer, I have had the opportunity to work and grow in a variety of fields including, marketing, brand development, package design, web design, UX/UI design, and product design. I'm a hard worker and a quick study that's willing to tackle any kind of project. I hope you can appreciate the hard work and dedication you have seen in these projects and that it demonstrates the kind of graphic designer I am and what I can bring to the table.

thank you for  
your consideration





If you have any questions, would like to get in contact, or want to see more of my work, you can check out my website or email me.

---

[mccarrongraphics.com](http://mccarrongraphics.com)  
[ryan@mccarrongraphics.com](mailto:ryan@mccarrongraphics.com)