

RYAN EICKHOFF

BRAND DESIGNER, CREATIVE STUDIO

406.529.1375 | Ryan@EickhoffStudios.com | Los Angeles, CA | EickhoffStudios.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

Brand designer and former creative director with 10+ years of experience leading identity, campaign, event, and multi-channel design from early concepts through production. My portfolio spans culturally visible work in sports, entertainment, civic programs, and immersive experiences. I bring a strong eye for typography and systems, clear presentation skills, and a hands-on approach to raising the quality of work.

SELECTED IMPACT

Stephen Curry / Thirty Ink

Directed creative for four new Curryverse brands and refreshed two existing ones across youth sports, philanthropy, and lifestyle initiatives.

Atlanta Dream

Designed identity and campaign work for Dream World and the 2023 Tip-Off across social, merchandise, signage, stage visuals, an arrivals tunnel, and photo activations.

John R. Lewis Legacy Projects

Developed a visual identity system and campaign materials across outdoor, transit, print, digital, presentation, and event environments.

Cosm

Create brand, campaign, presentation, social, print, and in-venue work for immersive entertainment experiences with creative, marketing, and production partners.

PROFESSIONAL EXPERIENCE

COSM — Los Angeles *January 2026–Present*

Graphic Designer

- Help bring immersive entertainment experiences to life through brand, campaign, and event design across digital, print, social, presentations, and in-venue graphics.
- Collaborate with creative, marketing, venue experience, and production teams from early ideas through final execution.
- Contributed design work to the IT in Shared Reality premiere and three-day fan experience, helping translate the film's world into a physical guest experience.

FIRST MEDIA — Los Angeles *2023–2025*

Producer, Graphic Designer

- Concepted and designed short-form social content across Meta, TikTok, and YouTube for a global 120M+ audience, contributing to 525M+ organic views.
- Worked with editorial, strategy, and production teams to shape clear visual stories and platform-aware pacing from concept through publish.
- Used performance and retention insights to refine creative, and introduced AI tools to speed early exploration and production.

THE BRANDSHOPPE — Atlanta *2019–2023*

Creative Director

- Directed identity, campaign, experiential, content, and pitch work for clients across sports, finance, culture, and entertainment.
- Directed creative for Stephen Curry brand initiatives and supported the Principal Creative Director on JPMorgan Chase and John R. Lewis identity programs.
- Built presentations and visual narratives for client communication; guided designers and maintained quality across workstreams.

RYAN EICKHOFF

406.529.1375 | Ryan@EickhoffStudios.com | Los Angeles, CA | EickhoffStudios.com | LinkedIn

THE BRANDSHOPPE — Atlanta 2019–2023 *continued*

Assistant Creative Director

- Supported brand development, creative reviews, client communication, and designer mentorship across identity and campaign work.

Senior Graphic Designer

- Led identity systems, social campaigns, and experiential activations; presented work directly to clients and built reusable template systems.

Lead Graphic Designer

- Helped establish the agency's early visual language through pitch decks, identity work, and campaign concepts that supported new business.

TRAP MUSIC MUSEUM — Atlanta 2018–2019

Lead Designer & Curatorial Associate

- Designed the museum's identity system, merchandise, exhibit materials, and environmental graphics.
- Supported touring exhibits, cultural programming, artist partnerships, and the early collection and digital archive.

SHOECOLLECTIVE — New York City 2016–2017

Lead Footwear Designer

- Designed seasonal footwear collections across lifestyle, dress, and comfort categories.
- Directed color and material stories, built technical packages, and managed prototypes with overseas factories through production.

CORE SKILLS

Brand Identity & Systems • Campaign Concepting • Art Direction • Events & Launches • Typography & Layout • Presentation Design • Creative Feedback • AI-Assisted Exploration

Tools: Figma • Illustrator • Photoshop • InDesign • Premiere Pro • After Effects

Generative AI: ChatGPT • Claude • Adobe Firefly • Midjourney • Runway • Veo • Higgsfield • Kling

EDUCATION

Bachelor of Arts in Accessory Design | Savannah College of Art and Design, Savannah, GA | 2015

RYAN EICKHOFF

BRAND & IDENTITY DESIGNER

406. 529. 1375 | Ryan@EickhoffStudios.com | Los Angeles, CA | EickhoffStudios.com | [Portfolio on LinkedIn](#)

SELECTED WORK

A curated selection of identity, campaign, and experiential design work.
Click any project title to see the work.



[Underrated — Stephen Curry / Thirty Ink](#)

Created identity, apparel graphics, social visuals, and event assets for Stephen Curry's UNDERRATED programs, supporting both the golf and basketball verticals with unified brand elements.



[Curry Academy — Stephen Curry / Thirty Ink](#)

Designed visual direction and event branding for Curry Academy, including apparel elements, court graphics, social assets, and program identity components.



[Atlanta Dream — Tip-Off 2023](#)

Designed event identity and experiential graphics for the Atlanta Dream's season launch activation, including signage, photo-moments, stage visuals and branded environments.



[Back to The Yard — JPMorgan Chase HBCU Activation](#)

Designed identity and event assets for Chase's HBCU financial empowerment tour, including stage branding, interactive game visuals, social content, and campus-wide signage.



[JPMorgan Chase x Essence Magazine — Currency Conversations](#)

Enhanced the visual design of the Currency Conversations platform, directing imagery and color to create a clearer, more culturally resonant experience.



[John R. Lewis Legacy Project](#)

Designed identity, environmental graphics, and campaign materials for inaugural legacy events honoring Congressman John Lewis, used across signage, print collateral, and digital promotion.



[Converge Summit — Stephen Curry / Thirty Ink](#)

Designed identity, signage, and event collateral for the Converge leadership summit, aligning the visual system across stage assets, environmental graphics, and promotional content.



[Love Beyond Walls](#)

Developed campaign and social visuals for Love Beyond Walls' community initiatives, translating their mission into uplifting, accessible design that supported outreach and fundraising.



[Atlanta Downtown Social Impact Safety Team \(A.S.I.S.T.\)](#)

Produced brand-system mockups for A.S.I.S.T.'s downtown Atlanta outreach initiative, including vehicle livery, uniforms, collateral and signage; translated the mission of safety and dignity into a clear, people-first visual identity.