



Hi,

My name is Ryan Daynes, i am just recently a freelance Digital Creative Director, currently based in Switzerland. I've been heading up a newly formed boutique agency called Cell, formerly the Zürich office of Webguerillas, one of Europe's strongest privately owned digital agencies and am interested in your job offer..

In Brief: I was born in the a small surfing town of Durban, on the east coast of Southern Africa. My entire life has been dedicated to creativity, with art always being a massive influence in my life. It inspires me and gave me the perfect vessel to express myself creatively from a young age. Sport was also a strong focus for me growing up, representing my country in both Swimming and Waterpolo from a young age, the motto of 'Hard Work Pays Off' has been instilled into everything i do.

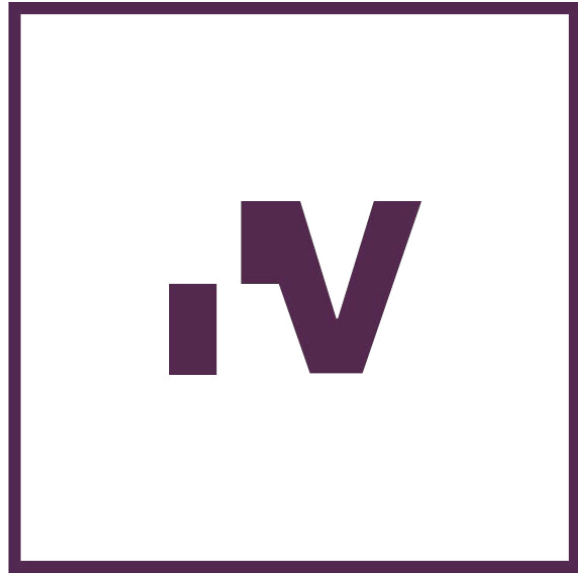
So lets get straight to it shall we. Firstly I see myself as a strong team-player, a lover of a social and energetic agency culture and a leader and mentor whenever I see the opportunity. My teams success is my success and their well-being is of vital importance always. I also don't see my role entirely as only a manager but enjoy getting stuck into the creative process in all facets from concepts, design, art direction, copy, wire-framing, user flow, you name it, i love doing it and i'm not scared to pick up the pieces when needed. In fact I thrive on it actually, being hands-on is the way I like run my team, gaining respect via setting an example, not dictating the example. I work with a 'Start-Up' mentality, even when leading large teams, constantly taking responsibility of work-flows and output alike, shifting between creative and leadership roles seamlessly.

I'm a lover of fishing, surfing, sun and adventure, often ending the week with an ice-cold beer. I am well travelled, outgoing and always keen to adopt new cultures and experiences alike. I live to make memories, some of which i etch in rolls of slide film or record and edit in my quest to perfect the moving image. I live for creativity and absolutely wake-up everyday to create. Pushing everyday briefs always in hope of turning them into a piece of world-class design or an award-winning campaign. I push boundaries, i fight for a brilliant idea, i am a lover of the 'Why' and the more often the 'Why Not'.

Feel free to look at my newly updated, concise [portie](#) or click on the [links](#) in my projects below whereby I showcase highlighted work throughout my creative career.

Cheers from Zürich, Switzerland

Over&Out,
Ryan Daynes



The Curriculum Vitae Of Ryan . T . Daynes

Circa Twenty Sixteen

South African Advertising industry born, Swiss based Creative Director with a focus in digital applications. Well rounded experience in directing integrated campaigns that showcase innovation across multi-channel platforms.

Award-winning mentality, always inspired to develop experiences and creative solutions that live deep in the minds of todays emerging digital adopters and natives.

Ryan Terence Daynes

Born in Durban, South Africa | 08 May 1980

South African Citizen & British (U.K.) National

English | Mother Tongue // Afrikaans | Second Language // German | Level A2 - Proficient

Education

SECONDARY

'94 - '96 - D.H.S

Honours In Swimming '95 Age 15.

South African & Provincial Colours - Swimming '94 '95

'96 - '97 - Michaelhouse

Full Sports Scholarship - Swimming

School Captain - Swimming & Water-polo

Honours - Swimming / Colours - Water-polo.

Matriculated B Aggregate.

'97 - School Art Prize | Craft | Drawing

TERTIARY

2001 - 2002 - AAA School Of Advertising - Graphic Design

2005 - 2007 - Vega School Of Branding

Bachelor of Arts in Brand Communications Management Specializing in Visual Communications - Graphic Design.

Cum Laude - Design & Brand Strategy

'96 - Loerie Student Finalist - Cape to Cuba Poster Campaign (Illustration - Craft & Branding - Promotional Literature)

CELL

Creative Director - Zürich, Switzerland

April 2016 - Oct 2016 - currently freelance for numerous agencies....

The ownership change from Webguerillas shifted to local Swiss ownership and Cell was born. A small boutique agency specializing in all things social and digital. The agency model is that of the future in many respects, whereby a core team manages and hires bespoke talent on a freelance basis according to client brief and budget, from a global network.

My role was pivotal in the agency creation, from the name to the identity, its online and offline collateral through to its creative management and governance.

Noteworthy projects:

All our clients remained with us from Webguerillas so this section is covered in more depth in the next work experience segment, directly below.

WEBGUERILLAS

Creative Director - Zürich, Switzerland

October 2014 - April 2016

Directing the Creative team in our Zürich offices, changing the way our stable of brands interact with their consumers and the way consumers engage with these brands in both an online, social and offline environment.

Noteworthy projects: *(If viewing in PDF, click on the >>links>> to learn more about the work)*

Swiss Airlines// #reasonify | Social Media user engagement platform >>[view site](#)>>

Güberlin Fine Jewellery | Website design, in collaboration with HinderlingVolkart incl. new e-commerce online storefront (in production) >>[view site](#)>>

Swiss Airlines// Work Above the Clouds | Guerilla & Social awareness campaign pushing Cabin Crew recruitment drive. >>[view project](#)>>

Odlo// #TrustYourRitual | Full Social Media Campaign incl. microsite integrated with E-commerce online shop to drive sales. >>[view project](#)>>

eBookers// 15th Anniversary | Ambient & Social Media Campaign driving renewed awareness & online ticket sales. >>[view project](#)>>

Laederach Chocolate | New website & e-commerce online storefront design and integration. >>[view site](#)>>

Maestrani Chocolate | New website & e-commerce online storefront design and integration. *(in production)*

Kaegi-Fret Chocolate | New website & e-commerce online storefront design and integration. *(in production)*

Clients:

SWISS Airlines / Audi / Laederach Chocolatier Suisse / Odlo / Kaegi-Fret / Barilla / Orange Mobile / Swatch / Güberlin Fine Jewellery

Core Competencies:

Conceptual Creation & Creative Output Management | Full Strategic Digital Solution Consultancy | Brand Leadership | UX Design & Management | E-Commerce Design & Integration | E-commerce Sales Push Campaigns & Promotions | Pitch Management & Presentation | Concept Generation & Development | Team Leadership & Management | Creative Vision | Goal-Setting Development

WEBGUERILLAS

Creative Head - Zürich, Switzerland

February 2014 - September 2014 (8 mnths)

Creative Lead in Zürich / Acting Creative Director until final promotion above.

Noteworthy projects:

Orange mobile// Various Digital Campaigns ranging from Social Media, Banner Campaigns, Facebook Apps, E-Commerce awareness & Newsletters for different promotions throughout the year.

Barilla// As Above...

ELIXIR | INFORMATION DESIGN CONSULTANCY

Creative Director - Zürich, Switzerland

July 2013 - January 2014 (7 mnths)

Creative Director of a small core team of 3-5 staff. Job role focus in User Experience Design, Web Design, App Design, Information Design and creating effective and meaningful online experiences, bringing campaigns to life in both online, mobile and real life channels. Working on global brands such Swiss Airlines, Pathé Cinemas, Sunrise Business etc.

Noteworthy projects:

Swiss Airlines// Captain's Day App | Concept and UX Design for Internal Captains Day Simulation.

Sunrise Business// Concept and UX Design for Sales Toolbox used by staff to sell in complete telecommunications solutions to clients.

Pathé Cinema// Concept & Implementation of Full Social Media Campaign incl Viral, Ambient, Experiential, E-Commerce & Online channels.

Verlag SKV// Complete Re-brand including CI bible and further template design for internal design applications.

Clients:

SWISS Airlines / Sunrise Business / Pathé / Verlag SKV

Core Competencies:

Team Management | Project Management | Graphic Design | Identity Design | Branding | Conceptual Creation & Management | Information Design | User Experience Design | Web Design | App Design | Art Direction | Pitch Presentations | Development

34 - THIRTYFOUR

Senior Art Director / Creative Head - Cape Town, South Africa

August 2011 - May 2013 (22 mnths)

This job role was highly focused in the retail and promotions sector. Creating campaigns that push sales. Main day-to-day was generating and conceptualising through-the-line campaigns from concept, scamp, brand plan to pitch and through to execution for 34's stable of brands.

The role as Creative Head of SABMiller's main brand Carling Black Label meant overseeing and management of 2-3 staff for numerous National campaigns.

Noteworthy projects:

Castle - Our Beer! Our Braai! Created the concept for entire campaign which spearheaded one of the largest campaigns Castle Lager has ever done locally. The TV Ad was further developed through Ogilvy with my concept and storyboards.

Carling Black Label// Be The Coach Campaign | Cannes Grand Prix winner campaign with focus on retail, promotion and activation

Carling Black Label// Be The Champion Judge | Full Multi channel campaign with focus on retail, promotion and activation

Carling Black Label// Tavern Sports | Full Multi channel campaign with focus on retail, promotion and activation

SARU// Back The Boks | Full Multi channel campaign with focus on retail, promotion and activation

Coca-Cola// Shake Up Your Senses Campaign 2013 | Global Toolkit for international implementation in established, new & emerging markets globally incl. events, promotions, digital, social media and outdoor, guerilla applications.

South African Football Association 'Bafana Bafana'// **Come Show Your Love** | Winning Creative pitch for national multi-channel campaign

Clients:

SABMiller / McDonalds / Coca-Cola Co. / Kleenex / Pampers / PMI International Tobacco / SA Rugby Union / Clover /

South African Football Association Bafana Bafana

Core Competencies:

Conceptual Creation & Management | Strategic Full Channel Integration Solutions | Brand Leadership | Art Direction | Design | Promotions and Events | Retail Activations | Digital integration and Social Media content creation | Pitch Management & Presentation | Team Management

KING JAMES

Freelance Senior Designer / Art Director - Cape Town, South Africa

May - August 2011 (4 mnths)

Freelance contract - under Jenny Ehlers

Noteworthy projects:

Kulula.com// E-commerce Campaign concept and design for pitch

Alan Gray Financial// Brand Collateral

Levi's// **Go Forth Campaign** | Art Direction and Design for campaign used in retail, outdoor and promo environments

Bells Whiskey// **Give That Man A Bells** | Social Media concepts incl. Promotion & Events channels

Bells Whiskey// Logo Design and concept for Annual Golf Day.

Clients:

Kulula.com / Alan Gray / Levi's / Bells Whiskey / Johnnie Walker Whiskey

YOUNG & RUBICAM

Senior Designer / Art Director - Cape Town, South Africa

May 2010 - May 2011 (12 mnths)

One year fixed-term contract whereby i worked on brands such as Caltex, Pick n Pay, Willowton Brands, Russian Bear Vodka, Philip Morris Tobacco, LandRover and more. Main focus was work done in the fields of logo design, packaging design and various print and outdoor media.

Contract discontinued due to retrenchment procedures.

Noteworthy projects:

Edward Snell & Co// **Russian Bear Rush Energy Drink** | Logo Design and Packaging Design for new brand and Alco. Pop drink. Art Direction and conceptualisation for Print and Activation channels.

Clients:

Edward Snell & Co / Pick n Pay / LandRover / Willowton Group / PMI International / Caltex

Core Competencies:

Graphic Design | Identity Design | Branding | Conceptual Creation & Management Art Direction | Pitch Presentations