

PAYNE

PORTFOLIO

269.873.8778 · RYANLEEPAYNE@ICLOUD.COM

RYAN LEE PAYNE

2009

TODAY



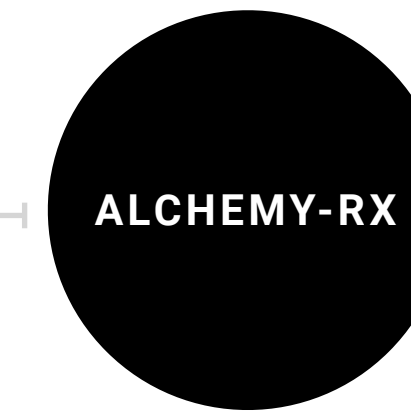
**FIREKEEPERS
CASINO HOTEL**

4yr 7mo



**NEWELL
BRANDS**

8 years

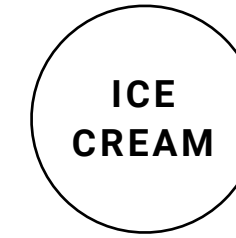


ALCHEMY-RX

4+ years



**BROS.
LEATHER**



**ICE
CREAM**

Graphic Designer

Advertising Supervisor

Sr. Designer

Art Director

Innovation Manager

Creative Director

Design & Innovation

1yr 8mo

3yr 1mo

7mo

1yr 9mo

2yr 7mo

3yr 4mo

4+ yrs

Assignments

Print collateral
Signage
Web design
Branding
Animation
Direct mail

Art direction
Internal & external advertising
Agency oversight
Media placement

Packaging design
Collateral design
Visual design
language

Packaging design
On-product graphics
Art direction

Innovation & Design thinking
Methodology training
Facilitation

Packaging design
Creative direction
Graphic design strategy
Visual brand language

Brand identity
Innovation facilitation
Creative direction
Web design

Brands

FireKeepers Casino

FireKeepers Casino Hotel

Rubbermaid
Commercial
Products

IRWIN
LENOX
HILMOR

Coleman
Yankee Candle
Marmot
Papermate
Sharpie
Elmers
Contigo

EXPO
Graco
Baby Jogger
Rubbermaid
Mr. Sketch
FoodSaver

Mr. Coffee
Oster
Breville (EMEA)
Sunbeam (ANZ)
Crock-Pot
Calphalon

Alchemy-Rx
Project Management Institute
Boehringer Ingelheim
SureSmile
Kimberly Clark
Kinder Bueno
Krispy Kream
Ferro

newell
BRANDS

Sharpie

Coleman

PM Project
Management
Institute.

contigo®

Oster

HG HARRISON GRAY
EXECUTIVE SEARCH & STAFFING

Marmot®

YANKEE
CANDLE®

hilmar

ALCHEMY-3
PARTNERS IN GROWTH

IRWIN
TOOLS

BROTHERS
LEATHER SUPPLY CO.
GRAND RAPIDS, MI.

Rubbermaid
Commercial Products

PREMIUM * ICE CREAM
Hudsonville
* MIDWEST CRAFTED CREAMERY *
GENUINE GOODNESS SINCE 1914

LENOX

Mr. Coffee

Calphalon

FIREKEEPERS
CASINO • HOTEL
BATTLE CREEK

crockpot

FERRERO

FoodSaver

Krispy Kreme
DOUGHNUTS

Bro's
DOUGHS
A BETTER WAY TO DOUGHNUT

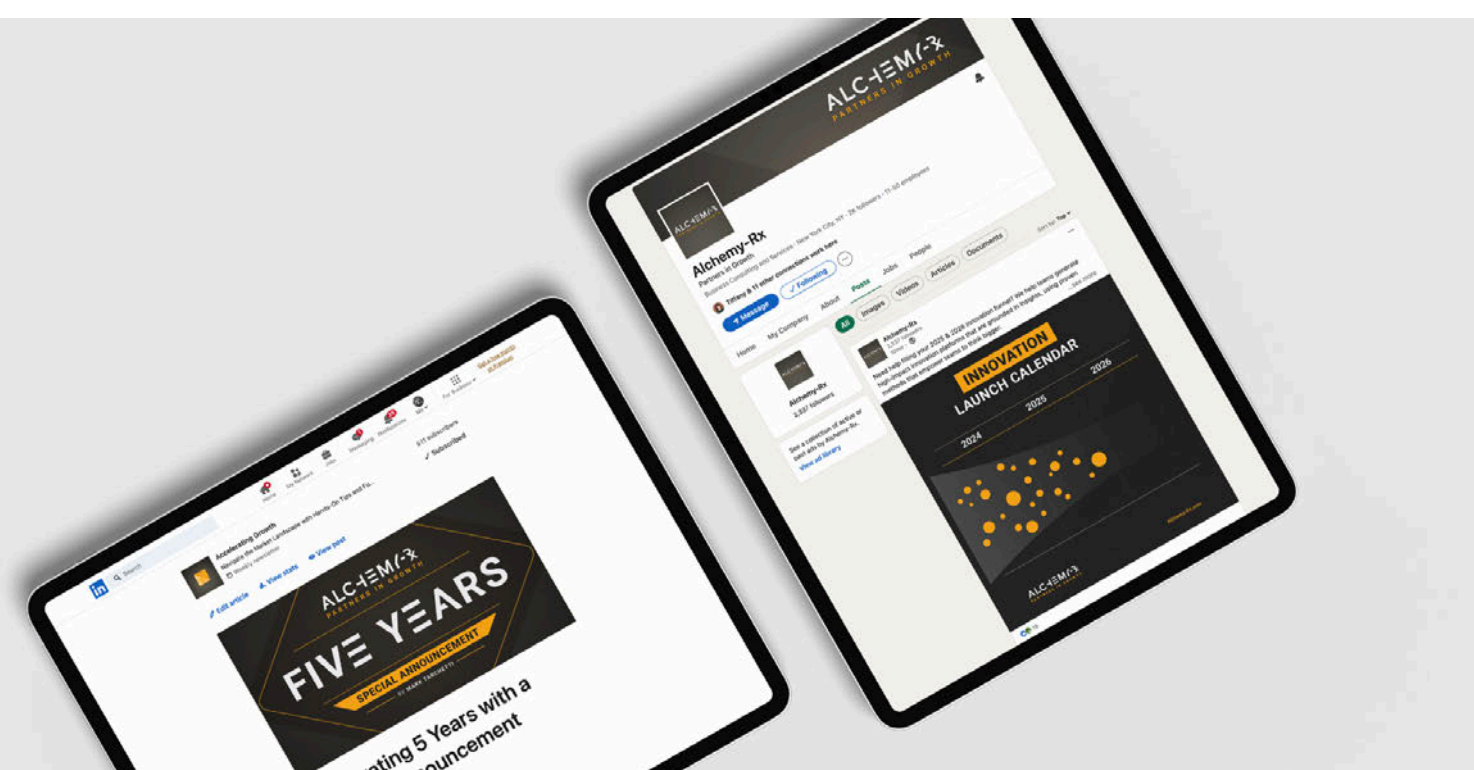
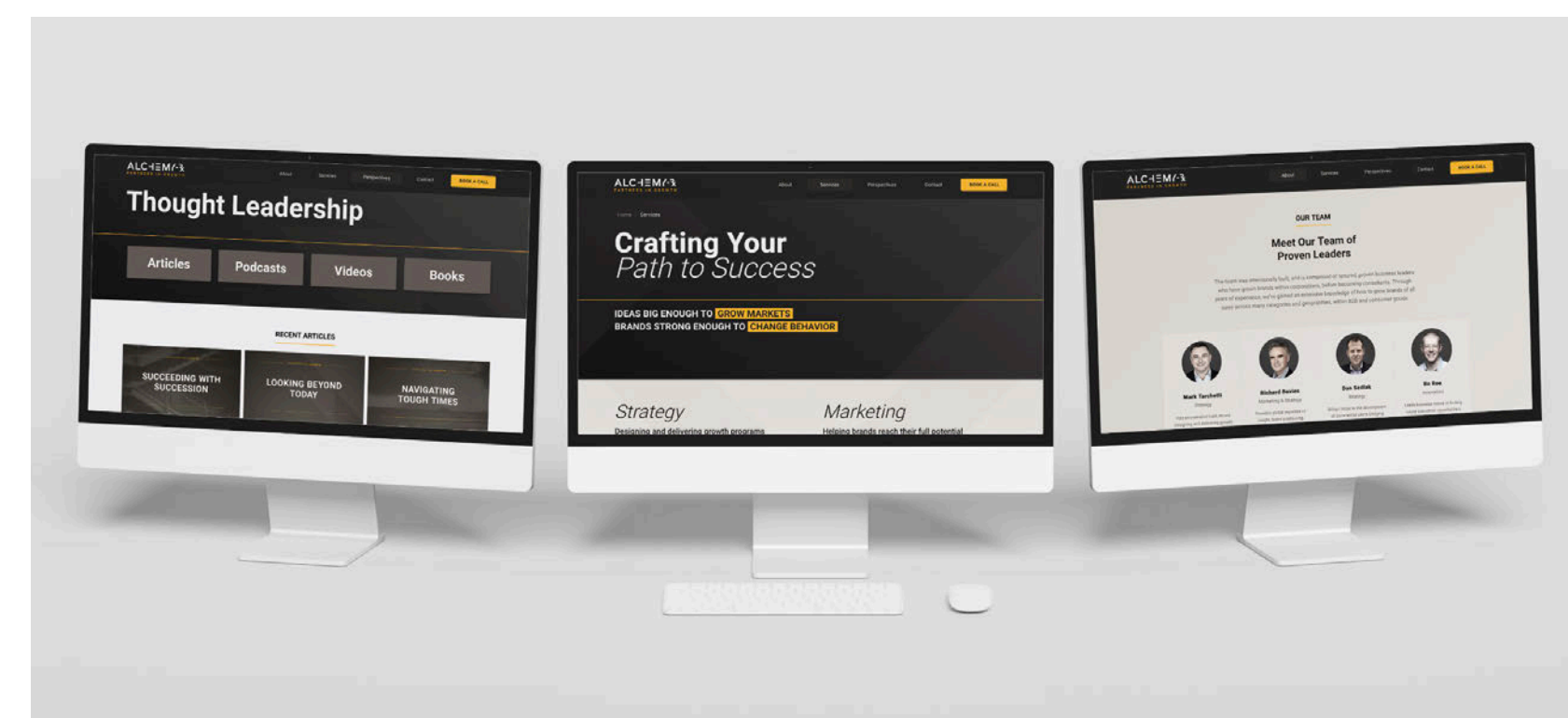
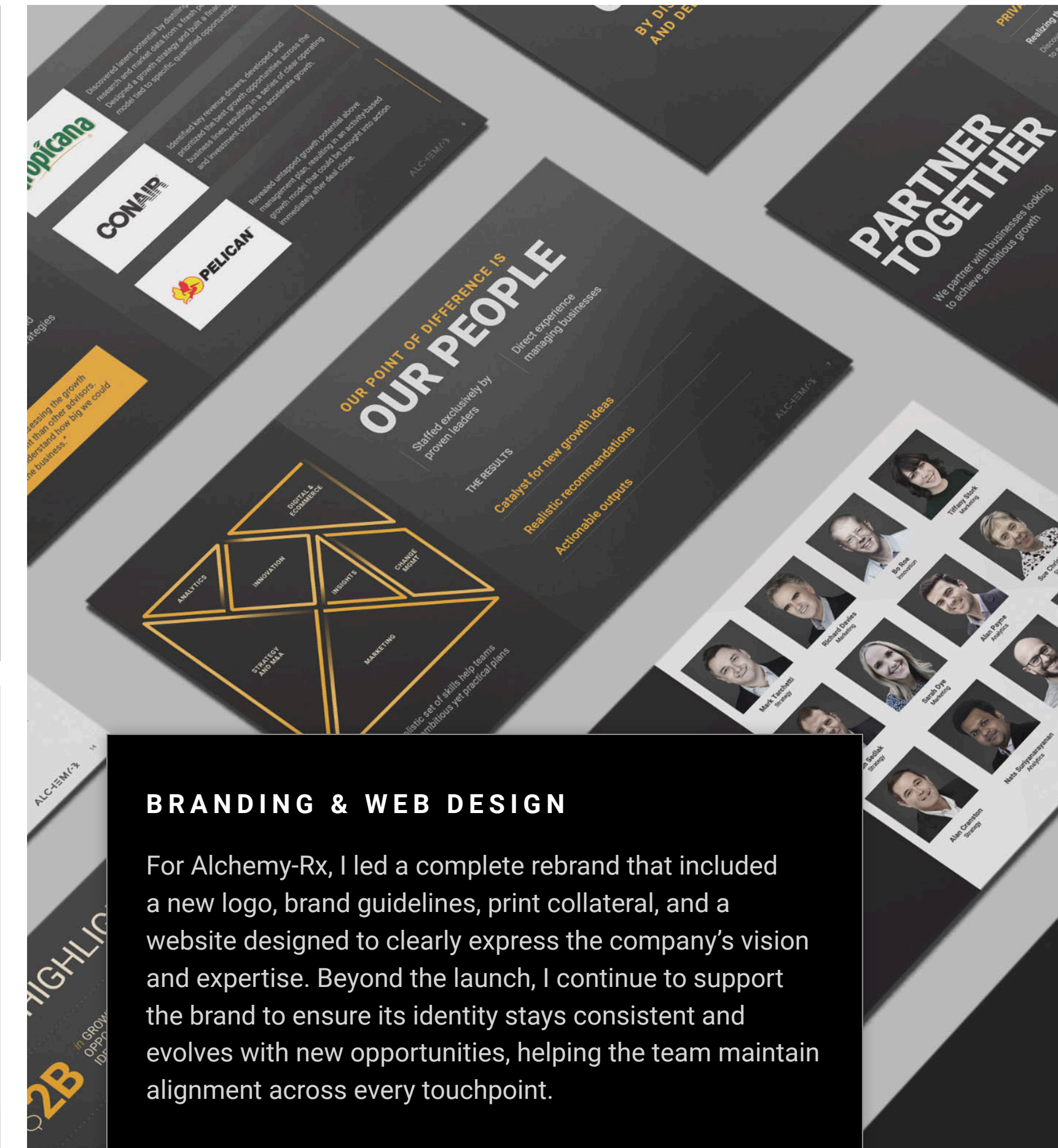
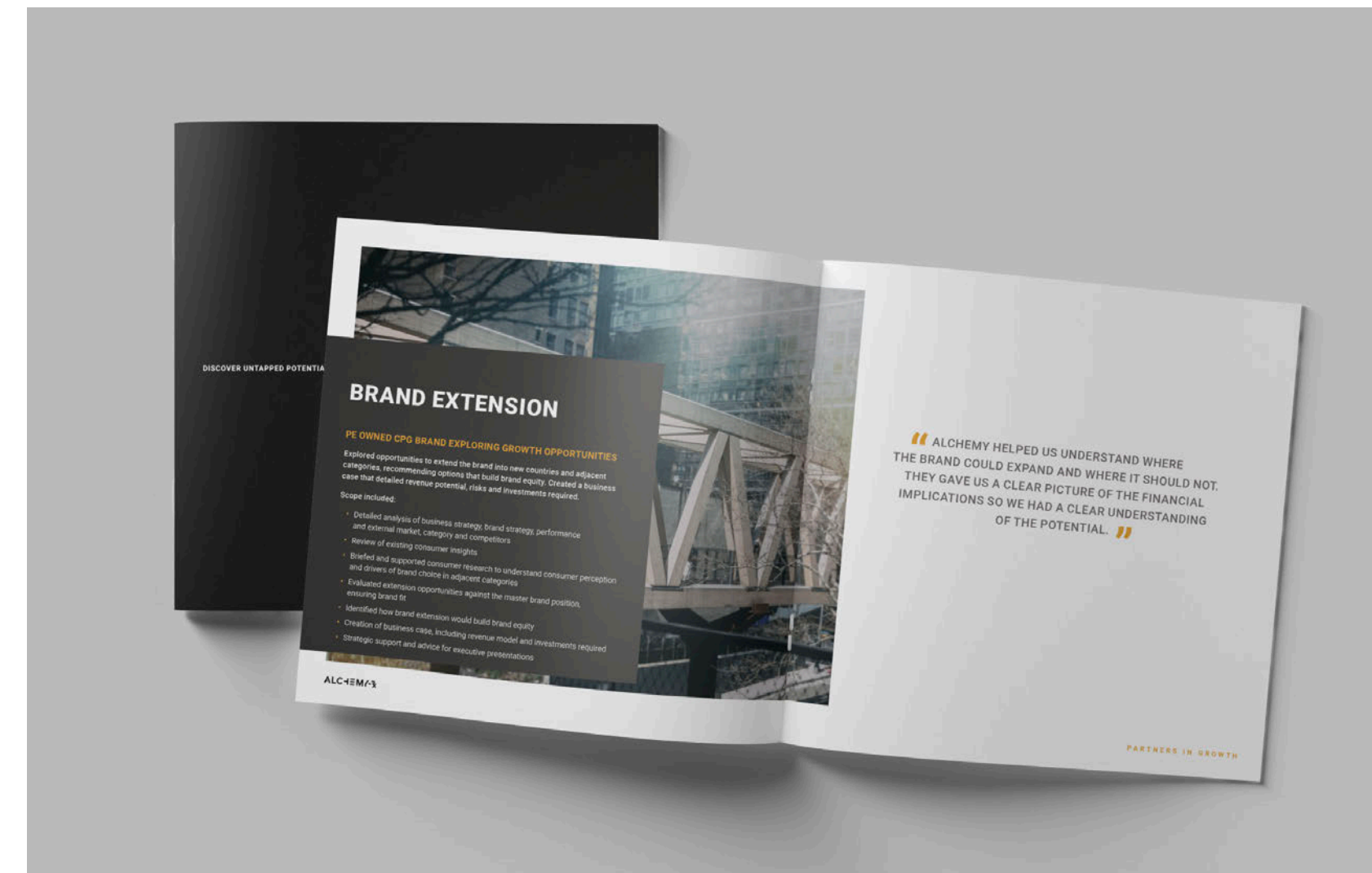
BRAND FOCUSED

I've been blessed to work with amazing teams, products, and brands throughout my career. What excites me most is the chance to help a brand grow—whether it's building on a strong foundation or shaping something new. I love learning the story behind a brand and helping write its next chapter in a way that feels fresh, relevant, and meaningful to the people it serves.

RYAN LEE PAYNE

ALCHEMY-RX

CREATIVE DIRECTOR



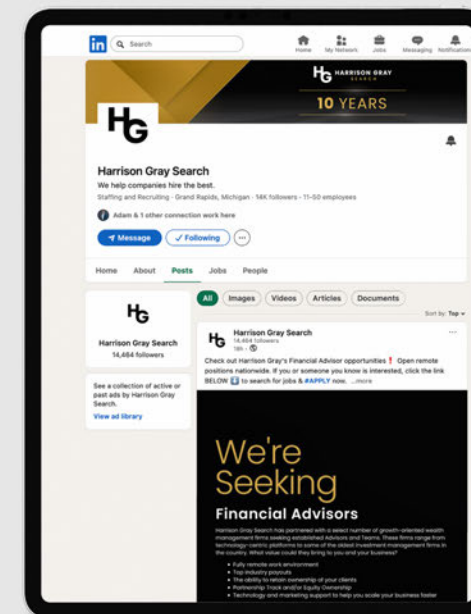
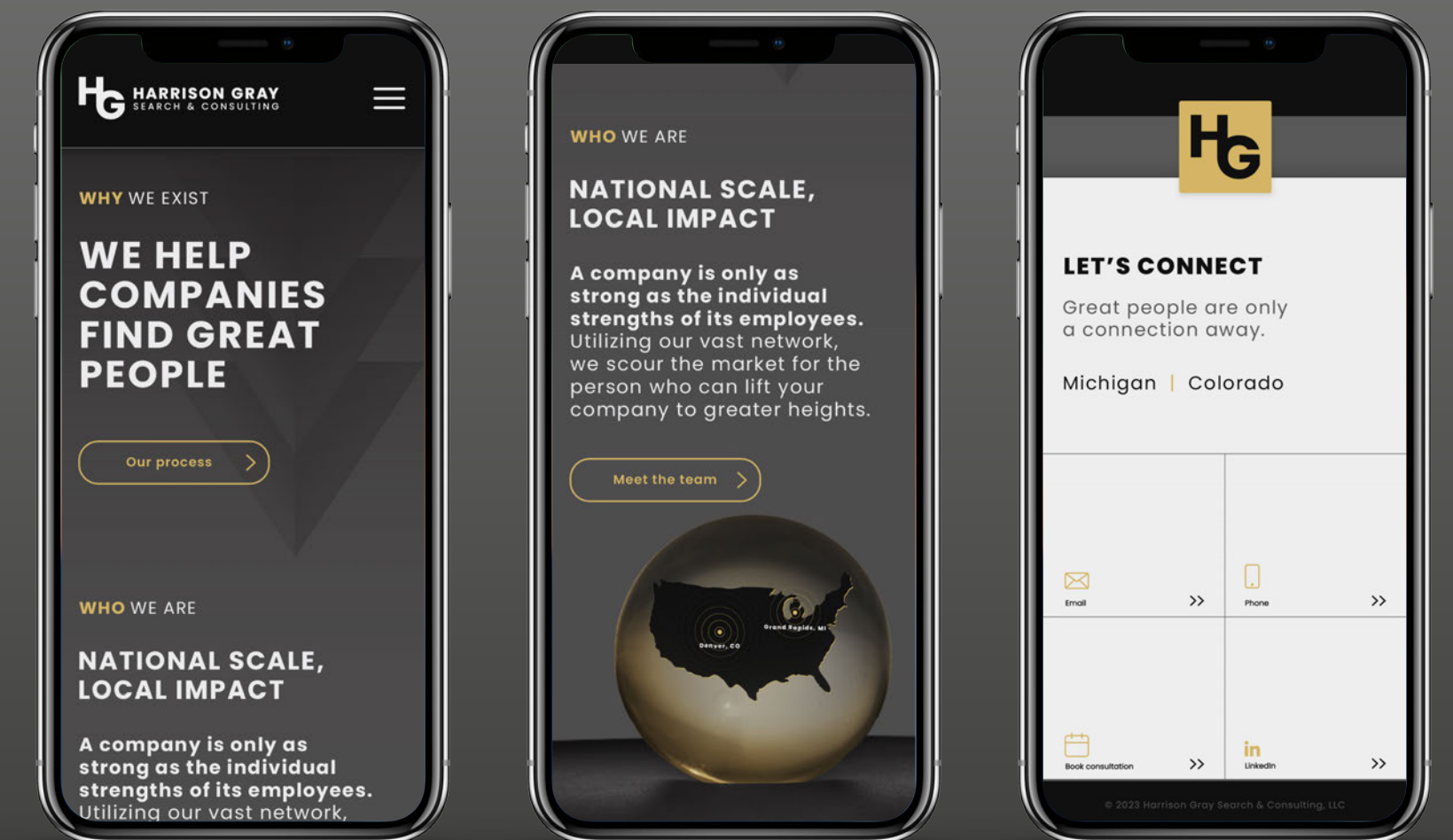
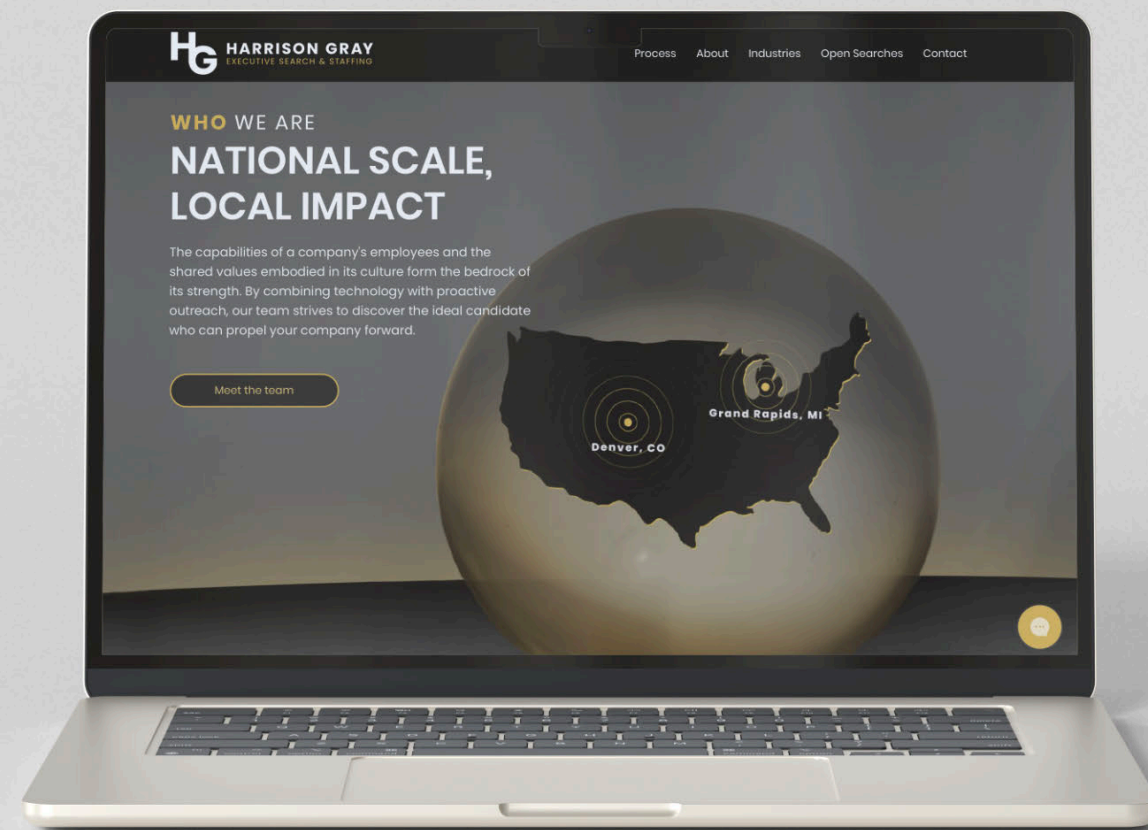
BRANDING & WEB DESIGN

For Alchemy-Rx, I led a complete rebrand that included a new logo, brand guidelines, print collateral, and a website designed to clearly express the company's vision and expertise. Beyond the launch, I continue to support the brand to ensure its identity stays consistent and evolves with new opportunities, helping the team maintain alignment across every touchpoint.

RYAN LEE PAYNE

HARRISON GRAY SEARCH

FREELANCE



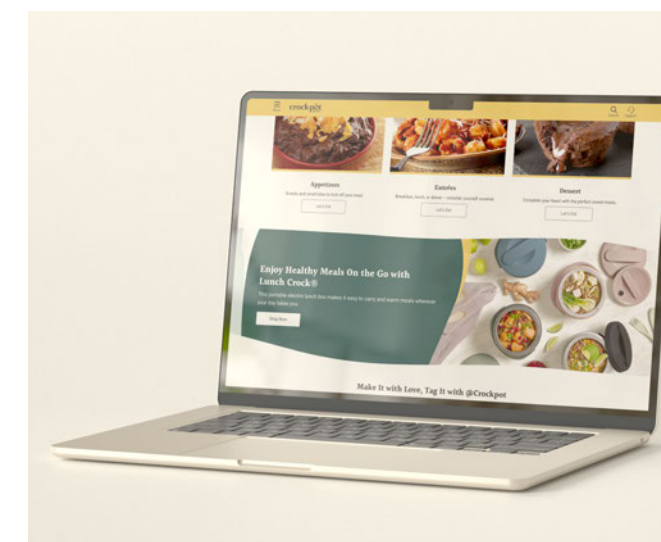
BRANDING & WEB DESIGN

Harrison Gray Search partnered with me to refine their logo, develop print collateral, and create a new website that better reflected their professionalism and approach. Our collaboration continues as I help guide the application of the brand across channels, ensuring its visual presence consistently communicates their values and long-term goals.

RYAN LEE PAYNE

NEWELL BRANDS

CREATIVE MANAGER



VISUAL BRAND REFRESH

Crockpot had been overdue for a refresh, and I had the privilege of leading the redesign for this iconic brand. The scope spanned every consumer touchpoint—from brick-and-mortar packaging to social and retail.com. The updated system introduced a refreshed logo, new color palette, and refined photography direction, bringing warmth to the brand while highlighting food and family at the center.

RYAN LEE PAYNE

HUDSONVILLE ICE CREAM

FREELANCE



PACKAGING & BRANDING

In a freelance partnership with Hudsonville Ice Cream, I provided early-stage design thinking and visualization to explore opportunities for a new ultra-premium brand and prepare for a complete packaging refresh. This work highlighted key opportunities, identified potential risks, and generated multiple design solutions that informed the final packaging and overall brand refresh.

RYAN LEE PAYNE

NEWELL BRANDS

CREATIVE MANAGER



PACKAGING & PRODUCT GRAPHICS

I led packaging redesigns for LENOX and IRWIN to simplify shopping and strengthen brand presence. At LENOX, we created a decision-tree system that clarified confusing blade assortments and expanded it across the cutting portfolio. At IRWIN, we introduced a clear good-better-best strategy with simplified messaging, starting with new launches and rolling out to all categories. Both projects delivered packaging systems that elevated the brands, improved the consumer experience, and earned recognition for design innovation.