

RYAN TRENHAILE

CREATIVE EXECUTIVE · TEAM BUILDING · BRAND · STRATEGY · TRANSFORMATION

I make complex things make sense

San Diego, CA | 760-518-0976 | Ryan@Trenhaile.net | Portfolio www.Trenhaile.net

\$6M+

ANNUAL REVENUE,
CO-FOUNDED

25+

YEARS CREATIVE
LEADERSHIP

100+

PROCESSES REDESIGNED
AND ARTISTS LED

EMMY

AWARD
WINNER

Creative executive who translates complex, specialized subject matter into clear, cohesive brands people understand and trust. Across healthcare, technology, sports, gaming, entertainment and film, I build teams, streamline how creative gets made and partner with executives to connect strategy and storytelling into work that hits and ships. Big-picture thinking with hands-on execution.

■ Seeking VP or Head of Creative roles, remote or San Diego.

■ PROFESSIONAL EXPERIENCE

CalVEBA ADMINISTERED BY ARTHUR J. GALLAGHER & CO., A FORTUNE 500 GLOBAL INSURANCE BROKERAGE

A nonprofit health trust founded in 1993 to provide affordable, value-based healthcare and wellness benefits for public-sector and education employees across California. www.CalVEBA.org

2023
2026

DIRECTOR | CREATIVE & BRAND

- Built the organization's in-house creative agency from the ground up: hiring, software, production pipelines, standards and scalable workstreams, serving as the single creative source company-wide.
- Rebuilt the entire brand and authored the 51-page Brand Book, now used as the creative standard.
- Drove strategy and production with executives, vendors, and external agencies.
- Cut typical revision cycles from 5–10 rounds to 2–3 while moving significant production in-house.
- Built and developed a team of 4 through coaching, regular one on ones and performance management, delivering 100+ projects per year.
- Led creative on a \$100K+ healthcare website redesign, keeping copy and design within HIPAA and other government regulations and guidelines.
- Managed all creative for annual events with 300+ attendees on a \$100K+ budget.

T-Mobile

CREATIVE CONSULTANT | CONTRACT

2020
2024

- Creative direction for CEO keynotes and major product launches, including 5G and Home Internet, across web, video and motion.
- Produced social and TV content within an in-house creative organization of 200+ creatives.
- Presented creative concepts directly to executive leadership.

Foresight Sports

SENIOR UI/UX ENGINEER

2020
2023

- Led UI/UX direction across products, interactive games and new development, modernizing an aging product ecosystem.
- Redesigned the FSX Play and FSX Pro interfaces, adding high-quality animation and visual polish that brought legacy golf simulation software up to a standard that could compete with newer entrants in the market.
- Delivered UI/UX and brand direction through a growth period that culminated in Foresight Sports' acquisition by Vista Outdoor.

Game Changer MVP

CO-FOUNDER | CREATIVE DIRECTOR

2011
2020

- Co-founded and built a sports technology company to \$6M+ in annual revenue, serving professional sports organizations across the U.S., Australia and Japan, and owned creative direction end to end from product to brand.
- Worked directly with executives at the Seattle Seahawks, Dallas Cowboys, Tampa Bay Buccaneers, Tampa Bay Lightning, San Diego Padres, Phoenix Suns, Parramatta Eels, and Nippon Professional Baseball to create interactive content that engaged fans live in the stadium.
- Built and led creative teams of 20+ across the U.S. and India, scaling on demand using vetted contractors and on-call talent.
- Created stadium technology turning fans' phones into game controllers, pioneering a new category of live fan engagement for Ford, Coca-Cola, Pepsi, Bud Light and others.

VFX Supervisor | Independent Consultant

HOLLYWOOD, CA

2010
2013

- VFX Supervisor on *Walking with the Enemy*, a feature film with Academy Award winner Ben Kingsley.
- Worked on *Prometheus* and *White House Down*, collaborating with Academy Award winning VFX supervisors Volker Engel and Marc Weigert and speaking directly with directors Ridley Scott and Roland Emmerich.

Additional credits:

The Avengers · Titanic 3D · John Carter · Thor · Captain America · The Amazing Spider-Man · and more

Legend3D

COMPOSITING LEAD

2009
2010

- Diagnosed a technical bottleneck causing heavy rework and overtime across a 100+ artist production; developed and helped adopt an alternative process resulting in projects shipping on time.
- Presented new processes to production stakeholders, improving efficiency across the team.

3D conversion credits: Shrek 1, 2 & 3 · The Green Hornet · Tim Burton's Alice in Wonderland · and more

EARLY CAREER

Sony Interactive, Creative Consultant (2009 to 2010): PlayStation game UI/UX, menus, interaction design and dashboard design.

LumenVox (acquired by Capacity, an AI-powered support automation platform, in 2023), Digital Art Director, operating as Progressive Computing (2003–2009): owned UI/UX and brand direction for the company's software and web presence, evolving from broad agency-style production into full product ownership.

Nutshell Digital, Owner / Founder (2003): founded an interactive design studio; acquired into LumenVox shortly after founding.

Rockstar Games (formerly Angel Studios, Inc.), 3D Artist / Lead Artist (1996–2003): built environments, characters and textures for titles including Midtown Madness and Resident Evil 2.

CORE DISCIPLINES

- Creative Leadership
- Team Development
- Executive Presentation
- Creative Operations
- Brand Strategy & Systems
- Motion Graphics · Film & VFX
- Creative Transformation
- Vendor & Agency Direction
- Product & UX

RECOGNITION

Emmy Award Winner
48 Hour Film Winner
Best Special Effects
Best Title Sequence

EDUCATION

School of Communication Arts,
Minneapolis, Minnesota
A.S., Multimedia Design

CONNECT

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