

RYAN HO

CREATIVE DIRECTOR



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PROFILE

A NYC-based award-winning Creative Director with a specialization in experiential marketing, architecture, 360-campaigns, technology, graphics, and product design. Founded an award-winning creative agency, CRONY Creative, and has extensive experience in architecture with a global portfolio. A comprehensive understanding of digital and real-world design, with a keen focus on the intersection of design and human experience.

EDUCATION

PRODUCT DESIGN

2011
Parsons, The New School
New York

BACHELOR OF ARCHITECTURE

2003-2008
University of Kansas, ArcD
Kansas

SKILLS

PROFESSIONAL

- Lead and manage multiple teams in a collaborative manner
- Thought leadership
- Develop Strategies, plan and set priorities
- Extensive experience leading design, production, and agency partner teams
- Communicating design concepts, principles, criteria, and guidelines to stakeholders
- Collaborating with design leaders to push beyond limits while working within constraints.
- Owning teams and projects from start to finish, ensuring innovation, best practices, and quality standards.
- Extensive experience in client-facing and creative leadership roles
- Build and nurture a world-class design team

EXPERIENCE

CO-FOUNDER, EXECUTIVE CREATIVE DIRECTOR

CRONY CREATIVE | 2016 - 2022

Helped build CRONY Creative from a 3-person founding team to an award winning Creative Agency in less than 3 years. As ECD, led the creative team in developing and executing innovative marketing campaigns that exceeded client expectations. Oversaw all aspects of creative strategy, design, and production, ensuring that every project was delivered on time, within budget, and to the highest standards of quality.

Responsibilities:

- Directed the creative team in developing and executing innovative experiential marketing campaigns
- Established creative strategy, design, and production processes that met client needs and exceeded expectations
- Worked closely with account management teams to ensure projects were delivered on time, within budget, and to the highest quality standards
- Fostered a creative and collaborative work environment that supported the growth and development of team members
- Built strong relationships with clients and served as a trusted advisor on all creative matters
- Stayed current on industry trends, emerging technologies, and best practices to ensure the agency remained at the forefront of the experiential marketing industry
- Directed and developed recurring activations/experiential campaigns that stood out at major yearly tentpole events such as the Cannes Lions Festival, SXSW, CES, ComicCon, and many more.

Achievements:

- Spearheaded the development of several award-winning experiential marketing campaigns that generated significant ROI for clients
- Elevated the agency's creative reputation and increased revenue by expanding the agency's service offerings to include experiential design, event production, immersive technology experiences, and brand content
- Fostered a culture of creativity and collaboration that resulted in high levels of employee satisfaction and retention
- Earned recognition from industry leaders for excellence in experiential marketing and design, including several awards for Best Event and Best Experiential Campaign

AWARDS

Event Marketer Top 100 IT LIST

2021

CRONY Creative

Top 100 Event Agencies of the Year

Event Marketer Top 100 IT LIST

2020

CRONY Creative

Top 100 Event Agencies of the Year

The Shorty Awards

2020

CRONY Creative

Winner of Best Location-Based

Experience

Client: BuzzFeed & JP Morgan Chase

BizBash Top 100 People in US Event Industry

2019

CRONY Creative

Recognized as one of the top

Creatives in the US Event Industry

EXPERTISE

TECHNICAL

- 10+ years of art direction and creative leadership experience
- Architectural knowledge of spatial design and planning
- High proficiency in 3D StudioMax
- High proficiency in Unity
- High proficiency in Adobe Creative Suite
- High proficiency in Google Workspace
- A robust background with extensive experience in client facing, creative leadership roles
- Architectural knowledge of fabrication, construction details, technologies, materials, building techniques and event production methods.

INTERESTS

- Photography
- WebGL technology
- Travel
- Motorcycles
- Music
- Gaming

FOUNDER, PRINCIPAL DESIGN ARCHITECT

SQUARE CUBE DESIGN | 2012 - 2016

Square Cube Design was a full-service architecture, interiors, and furniture design studio based out of Brooklyn, New York. As the Founder, led design and oversaw construction of a wide variety of projects ranging from residential, high-rise luxury hotels, retail, commercial, and exhibition as well as the overall growth of the studio. Oversaw all aspects of client communication, presentations, design, and construction, ensuring that every project was within budget and met the highest standards of quality.

Notable Projects:

- Allouche Gallery | NYC | 2016 - A highly anticipated gallery opening, an active role in the Meatpacking District transformation into a new art center, and media coverage by Hypebeast, Art Beat Daily and the Observer.
- EAST Residences (EAST Hotels) | HK | 2015 - Featured on Business Traveler among others, this first new development in a roaring neighborhood, became the new definition of sophisticated living and set the trend for multiple high end projects to follow in the area.

PROJECT DESIGN ARCHITECT

STUDIOLAB DESIGN | 2011 - 2012

Joined StudioLAB Design in 2011 to expand the studio's service offerings to include design architecture, interiors and furniture design. Within less than two years, grew the studio to become widely recognized and highly published for Best Residential Projects and Best Office Designs. Key responsibilities included, designing and overseeing construction of residential and commercial projects from start to finish. Presenting to clients and working towards the best possible design while working and communicating collaboratively with clients. Created signature design standards for the studio that are still in use today.