

Ryan Rosenthal.

Creative Director · Product Designer · Brand Builder & Founder

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Profile

I'm a hands-on creative director and product designer with 10+ years and 50+ clients across music, tech, wellness and entertainment. I'm a player-coach: at my agency, Design with Roam LLC, I lead a team of about 5 designers working alongside web builders, and I stay in the work, concepting, designing in Figma, generating with AI and shipping with Claude Code. I'm psychology-trained, and focused on what actually moves people.

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Founded

Founder & Design Director, Design with Roam LLC (2023 – Present; closing end of 2026)

- Design and creative studio: brand, UI/UX and campaign production. Player-coach to about 5 designers plus web builders.

Founder & Creative Director, r0am.io (2025 – Present)

- AI startup-validation platform. Designed in Figma, shipped with Claude Code, deployed on Vercel.

Co-Founder & Creative Director, R33L (2025): social-first content studio.

Co-Founder & Product Designer, Wrkflw (2021): wellness habit-building SaaS app.

Co-Founder & Design Director, Coral Co. Agency (2020): CPG-focused creative agency.

Co-Founder & CEO, Coral Space (2019–2020): wellness and coworking clubhouse.

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Experience

Lead / Visual Designer, LIV Las Vegas 2026 Artist Announcement Campaign (via OCA)

(Sep 2025, about 2–3 months)

- Designed the visual system and "world" for LIV Las Vegas's 2026 artist-announcement campaign (all ads promoting LIV's shows), working with creative director Daniel Malikyar.
- Built a recognizable, sustainable design system for an artist roster that includes David Guetta, Dom Dolla and Jon Summit.
- Created the sample suite of 4 flyers and posters for the pitch deck.
- Used an AI-assisted design workflow: Claude, Claude Code, Midjourney, Seedream, Kling, Higgsfield and Figma, among others.

Head of Creative, Alien Water (2025): packaging, web and brand design for a water CPG and media company.

Creative Director, Kintsugi (2025): creative direction and branding for a yoga studio company.

Creative Lead, Brand Architect & Strategist, Adaptive (2025)

Brand & Graphic Design, Sprite x UMG (2023): Sprite's artist campaign, about 9–10 months.

Creative Director, Celia Health (2024): branding, packaging and web design for modernized healthcare products.

UI/UX & Brand Design, OPLAE (2024): fan-engagement app.

Product & Brand Design, Wheelz (2024): payment-processing app.

Brand, Web & Packaging, A'muse (2024): kava elixir CPG product.

Brand, Web & Packaging, Algo (2024): longevity CPG product.

Brand & Packaging Design, Tabs (2024): lifestyle CPG products.

Brand & Web Design, Agrippa (2024): real-estate investment SaaS.

Design Director, Livegrid (2023): talent-booking platform and app.

Sr. Designer → Digital Design Director, MUD\WTR (2020–2023): coffee-alternative CPG D2C brand. Promoted from Sr. Designer to Digital Design Director.

Director of Product Design, Unitea (formerly Jukes) (2019): music rewards mobile app.

Digital Designer, Therabody (2019): athletic-optimization tech products.

UI Web Design, Chegg (2019): online education platform.

UX Product Designer, Recording Academy / GRAMMYs (2019): designed the UI/UX for the GRAMMY submission portal that artists use to submit their work.

Lead Product Designer, Stageverse (2018): VR concert experiences.

Lead Product Designer, Supermassive (2017): crypto trading and social app.

Lead Product Designer, JOOX (2017): music rewards app.

Jr. Designer, Snapchat (2017): social app.

Design Intern, PPL (2016): social app startup.

A&R Intern, Ultra Records (2016): record label.

Select clients: Adaptive · Agrippa · Algo · Alien Water · A'muse · Celia Health · Chegg · Compatible.LA · Coral House · Cowboy Colostrum · Fun Guy · Recording Academy / GRAMMYs · JOOX · Kintsugi · LIV Las Vegas · Livegrid · MUD\WTR · OPLAE · PPL · SaunaBox · Schwartz & Schreiber · Skylrk · Snapchat · Sprite x UMG · Stageverse · Superpower · Supermassive · Tabs · The Girls in 401 · The90 · Therabody · Ultra Records · Unitea · Universal Music Group · Wheelz · Wild Society Nutrition

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Products built

r0am.os (creative operating system, launching) · r0am.io (AI startup validation, launching) · Mysa (postpartum wellness app, in progress) · ora (Apple TV generative ambient, PRD complete) · Scout (iOS AI pre-shoot director, PRD complete) · clapclap (macOS workspace daemon, PRD complete) · r33l (AI-native content production studio, built) · Wrkflw (wellness habit SaaS, built) · north star (voice memos → printed books, concept) · roamtv (AI-generated ambient philosophy channel, concept)

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Speaking

Future of Commerce with AR Summit (Speaker) · MRAD Architecture Creative Summit (Speaker) · Lightning in a Bottle 2026 (Confirmed)

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Toolkit

Design: Figma · Framer · Webflow · Shopify · Canva · Illustrator · Photoshop · Mobbin · Refero

AI models: Claude · ChatGPT

AI image and video: Midjourney · Higgsfield · Kling · Seedream · Sora · GPT Image · HyperFrames
Nano Banana · Veo 3 · Flux · Adobe Firefly

Motion and edit: CapCut · Jitter · Premiere · After Effects

Code and ship: Claude Code · Cursor · Next.js · React · React Native · SwiftUI · Tailwind · shadcn/ui · GSAP
Motion · Supabase · Vercel · Railway · Stripe · Playwright · GitHub

Ops and agents: Notion · Slack · Buffer · Calendly · Wispr Flow · AI agent systems

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Education

UCLA, B.A. Psychology · Minors: Music Industry; Media & Design · 2016