

# RYAN FELIX

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## Business-Focused | Purpose-Driven | Design Thinker

Over the past 12 years, I've built a career at the intersection of design, business, and social impact. As co-founder of Loop: Design for Social Good, I led partnerships with organizations including the United Nations, WWF, Oxfam, and Planned Parenthood—helping clarify their missions and shape brands that inspire action. I specialize in turning complex challenges into clear, creative strategies that align with business goals while elevating the voices of purpose-driven organizations.

## CORE SKILLS

**Leadership & Strategy:** Business development · Strategic visioning · Client acquisition & retention  
**Creative Direction:** Brand foundation · Mission, vision, positioning · Narrative & storytelling design  
**Operations:** Project management · Budgeting & proposals · Team leadership

## PROFESSIONAL EXPERIENCE

### Loop: Design for Social Good

Toronto, Canada  
Co-Founder & CEO  
October 2012—February 2024

### Strategic Leadership & Business Growth

- Founded and scaled a purpose-driven design studio to **\$1M+ in annual revenue** by 2024, establishing a recognized brand in the global nonprofit and social impact sector.
- Achieved **30% year-over-year revenue growth** (2018–2023) by expanding service offerings and optimizing onboarding and retention workflows.
- Spearheaded client acquisition and retention strategy, achieving **80% repeat business** and cultivating long-term partnerships with global NGOs and nonprofit organizations.
- Secured and delivered **100+ projects** for local, national, and global clients—including UNICEF, WWF, the UN, Oxfam and Planned Parenthood—many valued between **\$20K–\$100K+**.
- Created and implemented a streamlined proposal system that **increased conversion rates by 40%** while leading all aspects of business development and pitch strategy.
- Led digital marketing strategy that drove **10,000+ website visits annually** and elevated the studio's profile in the global nonprofit design and branding community.

### Creative Direction

- Oversaw end-to-end creative direction across brand, web, and campaign projects—ensuring strategic alignment, design excellence, and high client satisfaction.
- Facilitated discovery workshops and stakeholder interviews to develop clarified mission, brand positioning, and website strategies for clients navigating complex social challenges.

### Operations

- Led cross-functional teams of designers and developers to deliver complex branding and web projects, consistently on time and within budget, resulting in repeat work.
- Introduced project management systems and streamlined documentation practices, improving internal team **efficiency by 25%** and enhancing delivery consistency.
- Built and managed end-to-end financial systems—including banking, payroll, taxes, and receivables—driving **debt-free growth and long-term financial sustainability** over 12 years.
- Led internal process development for proposals, workflows, client documentation, and project reporting, increasing clarity and delivery speed across the team.

## EDUCATION

### University of Waterloo

Waterloo, Canada

### Bachelor of Environmental Sciences, Urban Planning & Urban Design June 2011

- Dean's List (2007–2011), President's Scholarship (2007)
- Teacher Assistant, Sept 2009 - Dec 2009 & Sept 2010—August 2011
- One of 70 students accepted into Velocity, Entrepreneurship Residence, 2010